

# The NATIONAL UNDERWRITER

*Life Insurance Edition*

## FRIENDS

*to left of him*

## FRIENDS

*to right of him*

In one way, life insurance is different from any other business profession.

Other men have clients—or customers. The life insurance agent has *friends!*

Take George Van Brunt, for example—Equitable Society representative for 26 years. Probably no other man in his home town has as many friends as George...people who owe their education, their independence, their peace of mind to his efforts.

Add up all George's friends and you have a very important public service. By promoting home ownership, business stability and family security—by helping keep widows and old folks off the relief rolls—George Van Brunt, Equitable Representative, does much more than his share to make his home town a better place to live in.

\* \* \*

One of a series of advertisements illustrating how a representative of The Equitable Life Assurance Society serves his community by selling life insurance.

**THE EQUITABLE  
LIFE ASSURANCE  
SOCIETY  
OF THE UNITED STATES**

THOMAS I. PARKINSON, President  
393 Seventh Avenue, New York 1, N. Y.

LISTEN TO "THIS IS YOUR FBI"...official crime-prevention broadcasts from the files of the Federal Bureau of Investigation...another public-service contribution sponsored in his community by The Equitable Society Representative.

EVERY FRIDAY NIGHT • ABC NETWORK

**FRIDAY, JULY 21, 1950**

## COME TO TENNESSEE THIS SUMMER . . .

To those of the Life Insurance fraternity who have not yet planned their vacations, let us extend a cordial invitation to come to Tennessee.

Playground state of the deep South, Tennessee abounds in recreational facilities, with particularly fine fishing and scenic beauty that compares with the finest in America.

Full information may be obtained from the Tennessee Department of Conservation, Nashville. And if you do come to Tennessee, be sure to drop in to see us.

## The NATIONAL LIFE AND ACCIDENT Insurance Company, Inc.

HOME OFFICE NASHVILLE TENNESSEE



## Right in your own home town . . .

There are always more opportunities in a rapidly expanding organization. We may have the best opportunity for you right in your own home town. Ask our Agency department.

## CROWN LIFE

1900 INSURANCE COMPANY 1950

HOME OFFICE, TORONTO, CANADA

The Crown Life is now licensed to operate in Alaska, Arizona, California, Hawaii, Idaho, Indiana, Louisiana, Michigan, Minnesota, Missouri, New Jersey, New Mexico, North Dakota, Ohio, Oregon, Puerto Rico, Texas, Virgin Islands, Washington.

50th Anniversary

A friendly agency minded Company whose 50 years of progress has been built on service.

ATLANTIC LIFE INSURANCE COMPANY

Richmond, Virginia

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## Lincoln National War Clause Affects Servicemen Abroad

### Reinsured Follow Suit; Flood of Applications Said to Force Action

The first company to adopt a war clause in the present crisis appears to be Lincoln National Life which put a limited clause in effect on July 17. Concomitantly, the clause has been adopted by Occidental of California, Ohio State Life, Reliance Mutual, Chicago, and some other companies which reinsure Lincoln National.

The Lincoln National aviation and war risk exclusion provision applies only to members of the armed forces on active duty. According to A. J. McAndrews, president of Lincoln National, the action was necessary because of the large number of applications being received from members of the armed forces, some of whom have already been ordered to Korea. He indicated that for the present, at least, the company has no plans to use the war clause in policies issued to other classes of business.

The Lincoln National war clause is not a strict status clause and does not apply to deaths of men in uniform within the home area. The Lincoln National amendment of application limits the benefits to a sum equal to the greater of the premiums paid or the reserve under the policy if the death of the insured:

(1) Occurs as a result of an act of war, declared or undeclared, if such act occurs outside the home area while the insured is in war service, and death occurs while the insured is in war service or within six months of the termination of such service; or

(2) Occurs within two years after the date of issue of the policy as a result of an act of war, declared or undeclared, if such act occurs outside the home area while the insured is not in war service, and death occurs outside the home area within six months after returning to the home area; or

(3) Occurs inside or outside the home area whether or not the insured is in war service as a result of operating or riding in or descending from any kind of aircraft if the insured is a pilot, officer, member of the crew of such aircraft or is giving or receiving any kind of training or instruction or has any duties aboard such aircraft or requiring descent therefrom.

#### Define "Service," "Home Area"

The Lincoln National amendment defines the "home area" as the 48 states, the District of Columbia, Panama Canal Zone, Hawaii, Puerto Rico, the Virgin Islands and the Dominion of Canada, whereas "war service" is defined as being the military, naval or air forces of any country at war, declared or undeclared.

The Lincoln National clause states, "In event the insured's death should occur under any one of the conditions defined above, the company's liability shall be limited to the payment of a single sum equal to the greater of (a) the premiums paid on this policy, decreased by any dividends returned and any indebtedness on or secured by this policy, or (b) the reserve under this policy, increased by any dividend accumulations

(CONTINUED ON PAGE 20)

### COMPANIES AWAITS AUG. 1-2 ACTION

## N.A.I.C. Sets Meeting of New War Clause Committee

Commissioner Allyn of Connecticut, president of National Assn. of Insurance Commissioners, has named Harrington of Massachusetts chairman of a special subcommittee of the life committee to discuss the problem of war clauses. The subcommittee will meet in the Chicago offices of the Illinois department Aug. 1-2. Widespread industry action on war clauses will probably be held in abeyance until that meeting. Meanwhile an increasing number of companies are announcing underwriting restrictions.

Harris of Minnesota is vice-chairman of the committee and the other members are Bohlinger, New York; Alexander, Iowa; Butler, Texas, and Hubbard, Idaho. Representatives of Life Insurance Assn., American Life Convention and individual companies have been invited.

Most companies had taken no action on war clauses at the end of three weeks of fighting although the problem was being considered by top underwriting executives in every company. The tendency was to wait for the results of the meeting of the N.A.I.C. life subcommittee on war clauses. Underwriting restrictions have been inaugurated by most companies on new business attributed to the Korean fight.

#### Cut Military Limits

One company has decided to cut the limit it will write on military personnel from \$25,000 to \$10,000 and to write pilots and air crew members only with an exclusion rider. Another company announced modified limits and is excluding military personnel from consideration for large amounts of term and from various special plans that leave large amounts at risk.

Concern increased as the effects of the Korean war branched out into ever widening areas and involved greater numbers of men and women including members of the armed services, present and potential draftees, and possibly members of the military reserve, the national guard, civilian pilots and others.

The war clause announcement of the Lincoln National, which writes considerable reinsurance, created quite a stir in underwriting circles but few companies followed.

Companies continue to watch applications from danger spots. There is no way to determine how much business has resulted from the war scare but most of the estimates are very low.

One underwriter said that insurance bought solely because of war fears wouldn't be good business no matter how the Korean situation works out. "If nothing develops," he said, "then the business will probably lapse. If the situation becomes much more serious than it is then losses will make it unprofitable."

Volume was slightly up for some companies on aviation risks. Companies that previously have had lower than average aviation rates are now having more than average concern about their probable experience.

Agents whose business has been predominantly military are already beginning to feel the pinch. They have been circulating at various military bases since the war and their markets are confined. Some of the largest companies have had as their leading agents in post war years men whose business was largely written at military bases. Clients with overseas orders are turning to them for more insurance. Perhaps in as many cases the initiative is with the

agent who sees a new business opportunity.

For the general public mention of avoiding a possible war clause as a final sales point for the man who is about ready to sign anyway is regarded as an ethical sales clincher. But war clause scare selling en masse to prospects is generally frowned upon.

Companies are prevented from pooling ideas about war clauses because of the anti-trust laws. They are in the dark about their competitors' action. Smaller companies are leaning on reinsurers for advice.

The announcement by Mr. Allyn said that the procedure of appointing a special committee before publishing a general list of N.A.I.C. committees is unusual but is believed to be warranted by emergency conditions.

## Both June and Half Year Sales Show Increases

Life insurance sales in all categories showed an increase of 21% in the United States during June as compared to a year ago, Life Insurance Agency Management Assn. reports. Total sales in June this year were \$2,280,000,000.

Ordinary life sales were 13% above sales a year ago and totaled \$1,426,000,000. There was a rise of 9% in industrial life sales and the total reached \$431 million.

It was in group life sales that the greatest increase was registered, 84% over a year ago. Group life sold was \$423 million. This represents new groups set up and not additions of insured personnel under contracts already in force.

Purchases during the first six months have now been tallied by L.I.A.M.A. and show an overall increase of 16% over the first six months in 1949. The total sales of all life insurance amounted to roughly \$13,217,000,000. Of this total, ordinary purchases accounted for \$8,760,000,000 an increase of 9% over the year before. Industrial represented \$2,680,000,000 of the total, an increase of 11%. Group life purchases amounted to \$2,461,000,000, an increase of 62% as compared to the first six months of last year.

## Dickey and Read Have 142,000 Votes to Divide

OKLAHOMA CITY—There will be 142,000 votes to divide between Donald F. Dickey, incumbent, and Bill D. Read, in the election of an insurance commissioner in the run-off July 25. The primaries gave Dickey 115,000 votes and Read 80,000, with the other four contestants receiving a combined total of 142,000. Two of the defeated candidates who totaled 60,000 ballots have published intention of supporting Dickey.

#### Truman Signs D. C. Group Bill

President Truman has signed H.R. 4394, to provide modern standards for the writing of group insurance in the District of Columbia. This measure was held up for many weeks on a motion of Sen. Langer to reconsider the vote by which the Senate had passed it. Mr. Langer recently withdrew his motion.

## War Controls May Have Considerable Impact on Insurance

### Suspend Plans for Company Taxation, But Increases Loom

By HENRY HALLAM

WASHINGTON—General tax revision legislation has gone out the window, in view of the Korean war situation. Meanwhile, the outlook is that widespread government controls may come in another window, for the same reason.

While administration officials and congressional leaders protest such controls are not imminent, they have been conferring about them, and a draft bill or bills have been prepared providing for such controls to be enforced in event of war or national emergency. Republican Leader Taft has announced he would oppose the granting of stand-by control power to the President.

Officially, the tax bill was not thrown out, but Chairman George announced the finance committee "temporarily recessed further consideration" of it "until an appropriate time when the committee should decide to resume its consideration." This unquestionably means the bill is dead for this Congress, after about seven months' work by the House and Senate committees.

Instead of reducing taxes, observers believe Congress may shortly be at work on efforts to raise more revenue to meet national security needs and the cost of the Korean conflict. Whether or not this course is followed, the shelving of the general tax revision bill does not necessarily mean, observers are told, that the plan to tax life insurance companies is dead. On the contrary, it might very well fit into a general tax increase bill.

#### Life Taxation Out

The life company taxation proposal, together with a plan to tax the interest element in life insurance installment payments, however, pass out of the picture, at least temporarily, with the decision of the Senate finance committee.

The master plan for controls, drafted by the national security resources board, provides in its 20 chapters or parts for wage and price stabilization, among many other things. If experience in the last war may be taken as a criterion, this means theoretically at least, that salaries and wages of insurance company employees could not be raised without consent of government.

Taxation of excess profits is another feature of the master control plan, and renegotiation of contracts still another. Controls of employment are also proposed, with a view to directing labor into channels most essential to war or security operations.

#### Government Corporation

Creation and powers of government corporations represent another feature of the over-all plan. Under this provision, it is believed, such corporations could be set up to write war damage insurance, coverage against atomic explosions, etc., as well as insurance of members of the armed services if the recommendation of the Hoover Commission (CONTINUED ON PAGE 19)

## SECTION 213 INTERPRETATION

## Court Denies That N. Y. Law Bars Retroactive Agents' Pay Increases

The New York court of appeals has ruled in a 5 to 2 decision that the state insurance law does not prevent a life company from granting a retroactive wage increase to its agents. In a case in which Metropolitan Life was the appellant and the defendants were James H. Durkin, union president, and UOPWA, the court in a 5 to 2 decision found that subdivision 7 of section 213 and subdivision 3 of section 213-a "were never intended to make unlawful, the ordinary and traditional consequence of collective bargaining." The court ordered a wage increase for Metropolitan agents to date back to the beginning of proceedings before national war labor board.

The Metropolitan had brought the action against two unions in order to obtain adjudication that the insurance law which forbids added remuneration for past services, operates to make unlawful that part of a wage arbitration award that orders a determined wage increase to be paid as of the date of the submission to arbitration.

## Laws Do Not Apply

The court stated that it found "nothing in either the language or the history of the two insurance law sections, to support the plaintiff's attempt to apply those laws here. Nothing could be plainer than the reasons for, and the purposes of, those enactments, and those reasons and purposes have no relation whatever to the facts of this case," according to this opinion.

The majority judges stated that section 213 was put on the books as one of the fruits of the Armstrong committee's inquiry and that the necessity for a law against bonuses or gratuities for past services was to put an end to excessive and ex post facto rewards. The plain purpose has no relevance in the present case, the court said. The court opined that 213-a was enacted in similar language in 1940 to express the same prohibition to sellers of industrial, but that such a statute was directed against known evils and could not be stretched to cover situations having no real reasonable relations to these issues.

## No Abuses at All

The decision continued, "This record exhibits no evil or abuse at all, rather a normal, orderly application to an existing wage dispute, of collective bargaining and arbitration, in accord with modern custom and the settled policy of this state. If those bargaining or arbitrary processes had begun and ended on a single day, no retroactivity of increases would have been needed, but the company would have paid just the same amount of dollars it is now called on to pay. This pay raise was retroactive in the sense only that it was ordered as of the day the machinery for fixing it began to function. To say that these statutes, which long ago did their job of outlawing bonuses and gratuities, can now be used to annul so innocent and conventional a wage-fixing method, is to write new statutory law that the legislature never heard of."

The majority stated: "Equally untenable is plaintiff's contention that this retroactive pay raise comes within the language of the statutory ban. Plaintiff argues that there were in effect binding agreements fixing the agents' compensation during the period of the war labor board hearings. The record is to the contrary. The individual agency agreements existing before the dispute arose, and to which plaintiff points, were by express covenants therein, terminable by the company on two weeks notice or by any agent on one week's notice. Notices by the unions to the company that present wages were unsatisfactory and later negotiations, agreements and

arbitrations, put an end to those agreements under their own terms."

The minority opinion was written by Judge Conway of Brooklyn, a former superintendent of insurance. He went into limitation of expenses of life insurance companies and to contractual agreements between industrial agents and supervising agents, and the necessity of control of acquisition costs.

Judge Conway commented: "Section 97 was passed in 1906. It was strengthened in 1929. It was strengthened further and extended in 1940. The purpose of the legislature was to make life insurance cheaper for the policyholder. True the legislature could not prescribe details and had to provide a ceiling beyond which the life insurance companies could not spend. The insurance law provides that rates shall be both reasonable and adequate. The legislature had to prescribe also a floor so as to protect the necessary statutory legal reserve requirement. The nearer, under legislative prodding, life insurance companies can approach the floor, the cheaper will be life insurance for the policyholder.

The argument by defendants that the payment of \$1,004,000 not sought from the ordinary and industrial department may be properly made because it is under the so-called ceiling is to attribute to the legislature granting to a life insurance company and its agents the right to divide up the policyholders' dollars to the ceiling when that specifically was what the legislature was endeavoring to deny to them. If that argument be valid, then this is the first million which may be obtained by company and its agents in this state through this pattern or formula in by-

passing sections 213 and 213-a, but there are many millions more available for division. If that is to be accomplished it is for the people, through their legislative representatives, to do it by amending those sections and not for the courts, which must accept, as written, unambiguous words embodying legislative will."

Judge Lewis of Syracuse concurred in the minority opinion.

## A. J. Bohlinger Named as the N. Y. Superintendent

New York's insurance superintendent is now Alfred J. Bohlinger, who received the appointment from Gov. Dewey to succeed Robert E. Dineen, who is now on the job at Milwaukee as vice-president of Northwestern Mutual Life. Mr. Bohlinger has been deputy superintendent since 1944 and is, of course, thoroughly conversant with the office. The appointment is for the remainder of the Dineen term, which runs until Dec. 31 of this year.

Mr. Bohlinger was born at New York in 1902 and graduated from New York law school in 1924 and was admitted to practice in 1926. He served as counsel to the Moreland act committee that investigated the New York department of mental hygiene. In 1947 he went to England to make a study of property insurance practices there and wrote an illuminating report.

## Beneficial Men Honor Smith

There were 66 agents who qualified during the contest in honor of George Albert Smith, president of Beneficial Life, who has reached his 80th birthday. Each qualifier wrote \$80,000 of business between November and March.



## The Power of Ideas

A man does not usually buy life insurance merely because of statistics, or a dressed up contract, or just because he likes the underwriter. He buys life insurance because of the impact of an idea which moves him to action. He buys life insurance, for example, the moment he senses the full power in the idea of economic values in connection with human life. He buys life insurance because of an IDEA, and because a life underwriter knew how to present the idea with its full impact.

With this in mind, that life underwriter is most successful who studies and understands both the prospect and the service which he intends to sell that prospect . . . who knows what idea will have the most impact with this particular prospect.

Insurance in force July 1, 1950 — \$451,618,665

COMMONWEALTH  
LIFE INSURANCE COMPANY  
LOUISVILLE

## E. C. Moore Backed for N.A.L.U. Trustee by Kansas Assns.

Elmer C. Moore, New York Life, Wichita, is being boomed by Wichita Assn. of Life Underwriters for trustee of N.A.L.U. to represent the middlewest, succeeding Ray T. Wright, Provident Mutual, Lawrence, Kan., who is not seeking reelection.

Mr. Moore for more than 20 years has been with New York Life, which he joined following graduation from the University of Wichita. He is a life and qualifying member of the Million Dollar Round Table. Extremely active in both national and local association affairs, Mr. Moore has served the Wichita association as president, national committeeman and has headed and worked on a number of committees in addition to organizing the Wichita Cashiers Club.

At present Mr. Moore is a member of the law and legislation committee and is secretary of the Quarter Million Dollar Round Table of the Kansas association. He also is vice-president of New York Life's western division. Top Club Council. His candidacy has been endorsed by the state and local associations.

## Hold Advanced Seminar University of Wisconsin

MADISON, WIS. — Under joint sponsorship with Wisconsin Assn. of Life Underwriters, University of Wisconsin school of commerce will conduct a life insurance conference and institute in advanced life underwriting on the campus here Aug. 6-11. Registration is limited to 50. The course fee is \$40, including board and room. Applicants are requested to provide certain background information on company affiliation, length of time in the business, annual production and advanced courses completed, with recommendation for attendance by general agent, manager or company officer.

Monday will be devoted to uses of life insurance to preserve the continuity of business enterprises; Social and economic problems, valuation problems, practical approaches; speakers H. P. Gravengaard, Diamond Life Bulletins; George Laikin, Milwaukee attorney, and Neil Conway, Madison attorney, Wisconsin tax commission.

Tuesday—Other businesses use of life insurance: Keyman, deferred compensation, employee benefit plans and current developments; H. R. Buckman, Old Line Life, Milwaukee.

Wednesday—Modern estate problems: Wills and their basic objectives; use of trusts, settlement options; Raymond Stroud, Madison attorney, U. K. Karn, Madison trust officer, and Robert T. Markley, attorney.

Thursday—Objectives of modern estate planning: Liquidity, income, opportunity for life insurance sales created by the tax laws; Thomas Moore, Marine National Bank of Milwaukee, President A. G. Wines, First Wisconsin Trust Co., Frank Helvie and Larry E. Balza, New York Life, Green Bay, Wis.

Friday—Uses and abuses of tax approaches, public relations and obligations of the advanced underwriters; M. Forrester, Mutual Benefit, and W. B. Minehan, assistant secretary Northern Mutual Life.

The new offices of the Arthur Miller agency of Postal Life at 500 Avenue in New York City will be opened July 27 from 2 to 6 p.m.



Elmer C. Moore

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## Group Underwriters Face Decision on Insuring Draftees

Plans for enlarging the armed services will be slower to affect group than ordinary but group writers are reviewing the underwriting precautions taken in wartime. The immediate problem for group life underwriters is to decide if they should curtail the privilege extended employers since the end of the war of continuing coverage on employees who have entered military service. This privilege has not been granted contractually and companies have reserved the right to terminate it. During the war an extra premium was charged for those who entered service. Otherwise coverage terminated in 90 days. Thus far no definite action has been taken.

It is considered premature to be concerned about hazards in specific industries, the problems of transient workers, shipping and munitions manufacturing groups might now be additionally hazardous but the problems of a full scale war are remote. Among the suggestions that arise with group life extended to armed service draftees would be a possible desire to accumulate additional reserves. Group insurers have been getting many questions from employers. One of these asked if the company would continue hospital, surgical and medical expense coverage on dependents if the employee entered military service.

### Many Group Men Youthful

The most immediate effect in the group and pension business, should the Korean situation necessitate the drafting of a large number of young men and the calling in of reserves, would be a great depletion of the companies' group ranks. The last decade found ready acceptance of pensions funded by life insurance and the trebling of group life. Because of this comparatively late popularity the staffs handling group and pension business are still in the process of being built and are surprisingly young. Since the war companies have been visiting the various colleges recruiting men in their early twenties for group work. Many of these men are eligible for the draft and a goodly number come under the reserve status, making them ripe for immediate service should armed forces be stepped up.

Since it pays more, industry has in the past taken many young men from the companies, but that exodus will not begin to compare with the men lost if the so-called police action becomes war. One development group men expect to return in the event of a full scale war is the substitution of greater group and pension benefits in the place of wage increases. Many industrial firms followed this practice in the last war in instances where wages were stabilized but still profits were sufficient to warrant some increased benefits to employees. Though this could be a means of additional business, group men believe it would be insignificant and not nearly offset what would be lost.

### Lincoln National Winners

The Ben Simon agency of Norfolk, was the winning group 1 agency and J. Arnold agency, Davenport, Ia., the winner in group 2 of Lincoln National's annual May contest in honor of President A. J. McAndrews. The O. trust Co. Frank Helvie agency, South Bend, Ind., was runner-up among group 1 agencies and M. S. Bennett agency, Fort Worth, in group 2. Third place in group 1 went to J. D. Marsh agency, Washington, D. C., and to E. R. Small agency, Peoria, in group 2.

The first place in personal paid protection was won by Philip Sirick of Davenport, who received the president's month honor scroll. This year the volume of business produced during the contest was the largest of any president's month in the history of the company.

## Results for First Six Months Given

	New Bus. 1950	New Bus. 1950	1950 Inc. in Force	1949 Inc. in Force
Bankers Life, Ia.	\$ 86,731,943	\$ 76,367,776	\$ 49,821,518	\$ 41,339,349
Berkshire Life	18,670,076	16,633,350	9,244,910	8,242,839
Business Men's Assurance	56,262,037	50,948,952	25,663,382	24,211,189
Central Life, Ia.	17,872,143	14,313,333	9,772,089	7,635,729
Colonial Life	17,454,762	15,696,851	8,911,904	7,448,396
Columbian National Life	25,473,325	25,064,611	12,229,875	11,771,390
Confederation Life	62,140,313	59,303,156	44,042,343	45,951,519
Connecticut Mutual	119,700,625	108,706,845	79,110,971	70,904,647
Dominion Life	28,979,848	28,589,768	16,750,936	17,970,421
Excelson Life	15,084,469	14,722,917	9,147,804	9,656,547
Home Beneficial	71,155,725	69,076,187	17,123,166	16,077,105
Home Life, N. Y.	55,310,015	46,491,876	34,749,731	28,070,177
Jefferson Standard	62,231,112	64,165,257	32,688,088	45,158,174
John Hancock Mutual	92,044,909	838,692,955	414,533,770	288,030,163
Kansas City Life	41,421,858	37,253,521	13,761,032	10,113,047
London Life, Can.	128,642,421	123,669,386	97,399,067	93,429,403
Massachusetts Mutual	171,562,489	148,592,048	105,233,523	86,792,148
Minnesota Mutual	65,675,040	61,812,998	33,097,329	28,294,189
Mutual Benefit Life	116,260,354	111,837,212	55,389,037	52,888,723
Mutual Life, Can.	63,428,963	63,223,401	54,340,366	50,732,047
National Life of Vermont	56,378,745	50,781,922	35,932,799	33,621,704
New England Mutual	134,196,892	134,253,359	71,851,715	80,648,906
Northern Life, Wash.	13,035,454	13,015,569	6,873,043	5,325,512
Pacific Mutual Life	84,575,901	53,071,935	51,056,698	18,256,413
Phoenix Mutual	52,927,592	51,225,187	24,312,114	27,552,387
Provident L. & A.	104,675,773	49,865,758	90,171,111	27,787,860
Provident Mutual	55,212,292	49,513,334	22,627,222	21,118,207
Security Mutual, N. Y.	18,253,980	17,404,427	11,058,898	11,050,460
Shenandoah Life	10,633,253	9,856,191	2,557,203	2,112,880
Southwestern Life	18,778,096	16,069,249	5,669,879	8,088,562
State Life Co., Ind.	53,196,844	55,614,604	30,588,637	35,111,268
Sun Life, Md.	5,209,617	4,931,899	—	—
Union Central Life	22,322,769	20,956,096	9,130,034	7,144,213
	52,262,000	48,397,000	11,144,000	12,869,000

\*Excluding group.

### New Suit Fights Mutual Benefit-United Benefit Deal

OMAHA—A second court action has been filed in an effort to keep Mutual Benefit H. & A. from purchasing the stock of United Benefit Life. The proposed plan involves about \$24,500,000 of stock.

A petition in intervention was filed by Carl H. Singer of New York and Joseph J. White of Omaha. They asserted United Benefit went into competition with Mutual Benefit, using Mutual Benefit's assets through the same officers. The petition in intervention asks that United's assets be declared the property of Mutual or that there be an accounting.

Mutual Benefit brought the purchase proposal into district court for approval on June 21. The first suit was filed by a group of stockholders who sought to block the purchase plan and asked the court to dismiss the original action started by Mutual Benefit.

**Great-West Life Ups Two**

Great-West Life has appointed C. B. Bertram as a supervisor in its Winnipeg branch and B. M. Hunnings, as supervisor at Victoria.

During his four years in the business Mr. Bertram has been in the Victoria branch.

Mr. Hunnings joined the company in 1940 at Victoria.

## Adventure Daily

To the trained underwriter every day is an adventure in human relations. He works with people in every walk of life and gives the little fellow just as complete attention as the big fellow.

Because of the work he does in solving the problems he meets, and because he so often sees those problems finally settled by the payments of claims, he keeps on growing in himself. He realizes the dignity of his job every time he accepts a first premium payment or calls to make the final payment on a claim.

The underwriter is just as much in business for himself and just as intimately in business for himself as a professional man is. There is great satisfaction in human contacts and human interest. There are day by day situations and lifelong situations.

The public is increasingly giving acceptance to the life insurance idea and to the life insurance man, the man whose experience tells him what possibilities the future holds forth with the people he knows and the people he will get to know. There is nothing intangible about his work.

**THE PENN MUTUAL LIFE INSURANCE CO.**  
MALCOLM ADAM  
President  
INDEPENDENCE SQUARE, PHILADELPHIA

### J. Edward Day Named to On Deck Post in Illinois

Gov. Stevenson of Illinois has appointed J. Edward Day as assistant insurance director. This is a code office and the appointment is directly by the governor.

Mr. Day, who is 35, has been administrative assistant to the governor since 1949, with legislative and departmental liaison duties. He is a graduate of Harvard law school where he was legislation editor of the Harvard Law Review. Between 1938 and 1949 he was with the Chicago law firm of Sidley, Austin, Burgess & Harper, except for four years' war service as a naval reserve officer. He received the navy commendation ribbon for his service as commanding officer of a submarine chaser. He is secretary of the Illinois commission on intergovernmental cooperation and executive secretary of the bi-partisan committee for the Gateway amendment.

The Sidley, Austin, Burgess & Harper law firm is the one with which Gov. Stevenson is connected in private life.

The story is that the appointment of Mr. Day as assistant insurance director means that he will receive appointment as insurance director when Harry Hershey resigns. Mr. Hershey, it is now said, has fixed Sept. 1 as his date for leaving office.

### Teachers Meet in Chicago Dec. 27-29

American Assn. of University Teachers of Insurance will meet at Chicago Dec. 27-29, Secretary J. E. Hedges, Indiana University, announced this week. There will be joint sessions with American Economic Assn. and American Statistical Assn. Dec. 27 and 29, on social insurance on a broad medical basis, developments in actuarial science and life and casualty insurance investments. On Thursday, Dec. 28, the insurance group will meet by itself, with a session on problems of insurance teaching, another on current matters of general insurance interest and the annual dinner.

Meetings will be at the University Club. J. M. Breen, Lumbermen's Mutual Casualty, Chicago, is handling reservations and local arrangements.

Dr. E. A. Gaumnitz, University of Wisconsin, is serving his first term as president and, according to custom, will be reelected.

### Metropolitan Agents' Union Elections Voided

PHILADELPHIA — Collective bargaining elections by agents of Metropolitan Life in Pennsylvania and five other states, which had been conducted a year ago, were set aside by national labor relations board.

The election was voided on the ground that the company interfered with the free choice of its employees by opposing the left-wing UOPWA in letters to employees. The company charged that the union had not taken a non-Communist oath. However, NLRB countered that it had and therefore was entitled to a place on the ballot.

Other states affected were Illinois, Michigan, Indiana, Massachusetts and Connecticut.

### Conn. Savings Bank Totals

Savings bank life insurance in force in Connecticut increased by 12% the past year. Total ordinary life in force at midyear was \$11,784,327, compared with \$10,498,949 at the halfway mark in 1949. Group life in force was \$1,615,500 against \$1,434,000, an increase of 12.5%.

## Benson Sees VA Opposition to NSLI Substitute Unlikely

CINCINNATI—In view of a report of a subcommittee of the congressional armed forces committee on national service life insurance, it seems doubtful whether veterans administration can continue to oppose the proposal of National Assn. of Life Underwriters for a \$10,000 death indemnity substitute, J. C. Benson, president of N.A.L.U., told the Cincinnati C.L.U. chapter. The subcommittee report showed that 35,327 members of the armed forces died without NSLI, 87% of NSLI claims were paid on the theory of service-connected deaths, leaving civilian mortality only 18% of the regular life insurance mortality, indicating claims paid on a service-connected basis were over-stated; the average administration cost per policy year was 2½ times that of private companies; that if the government had paid \$10,000 for every death and \$5,999 for every disability it would have saved \$800,000,000 in administration costs, and that 22,000 men were engaged in handling NSLI matters during war time

when an acute manpower shortage was supposed to exist.

Probably total and permanent disability benefits will be omitted from the revised social security bill when it passes in its final form, he stated. One of the most telling pieces of ammunition used by N.A.L.U. during the hearings against this feature of H. R. 6000 was the quotation from an unreleased book prepared by the social security office of vocational rehabilitation. In its work with 125,000 persons aged 21-60 totally permanently disabled, 76% were successfully rehabilitated. Since 1945, the 76% paid the government \$2,600,000 more in income taxes than the government had paid out in benefits for them. Apparently Administrator Ewing was determined not to have the report get out because it would have taken the wind out of the sails of the argument for socialization in these respects. The rehabilitation program was apparently too successful from the social planners standpoint for its appropriation has been cut down from \$120,000,000 to \$13,000,000 over the past few years. Mr. Benson said the federal government should join with the states in the rehabilitation program, the individuals who can not be rehabilitated being placed under state jurisdiction.

Improved benefits provided by the

final bill will probably absorb about 90% of the present tax collections. This abandons the reserve theory and puts the program on a pay-as-you-go basis as a practical matter so that people will see what it really costs. The ceiling will probably be raised from the existing \$3,000 to \$3,600, although this will play hob with many private pension plans, based on the present ceiling. He said he thought the increment would be left out as well as the lump sum death benefit, if there is a survivor entitled to income, and total and permanent disability benefits.

Mr. Benson paid tribute to the high caliber of the senators who make up the senate finance committee.

New officers of the chapter are: Thomas McNeil, Provident Mutual, president; T. S. Muir, manager of Guardian Life, vice-president, and Marshall Ostner, John Hancock, secretary-treasurer. The directors are: R. A. Lauer, Northwestern Mutual; H. P. Winter, Union Central; Robert Miller, Connecticut Mutual, and A. P. Barringer, Prudential, past president.

## Ohio Agents of Monumental Life Must Vote on Union

WASHINGTON—National labor relations board has ordered an election within 30 days to be held among industrial agents of Monumental Life offices in Ohio to determine whether they wish to be represented in collective bargaining by UOPWA or by the AFL insurance agents, or by the CIO, or by none.

Another election was ordered to determine whether industrial agents of the company attached to its district offices in Missouri wish to be represented by the AFL organization or the UOPWA, or neither.

In both cases, supervisory, professional, clerical and managerial employees are excluded from the units found appropriate for collective bargaining.

In the Ohio case both parties concerned stipulated that the proposed state-wide industrial agents unit was appropriate. In the Missouri case, however, the parties disagreed on whether the company's agents employed in East St. Louis should be included. The company and the AFL group contended they should be excluded; UOPWA that they should not. The board excluded them.

## Confer on SS Bill

WASHINGTON—First meeting of the joint conference committee on the social security bill was held early this week, after Senator George had indicated tax legislation would be dropped and first attention paid to social security.

In a statement filed with the conference committee, the U.S. Chamber of Commerce gave general approval to the latter bill, but called attention to five key points to which special attention should be given, to "make certain that the act meets the test of soundness." Three of these key points follow:

"Though the catastrophic effects of permanent and total disability cannot be overstated, the risk is, for all practical purposes, non-insurable and should be met at the state and local level with emphasis on rehabilitation."

"... the common-law determination of employee status, as provided in present law should be retained, and the House provision for a new definition of employee determinable by administrative action should not be adopted in the final bill."

"... the Senate provision requiring joint withholding of income and social security taxes based on total wages should be abandoned."

Aiming to complete the writing of a compromise social security bill this week, according to Senator George, the conference committee on the legislation has agreed upon provisions for covering self-employed persons and domestic servants under OASI.

## Chronic Drinkers Undefined Risk, Campbell Says

R. J. Campbell, assistant vice-president of Continental Assurance, declared at a meeting of Chicago Home Office Life Underwriters Assn. that any drinker, regardless of how regularly he imbibes, should be underwritten with extreme caution if he has been involved in an accident or there is evidence that he wants to fight when he drinks. Belligerence or carelessness associated with drinking is so great a hazard that it cannot be disregarded Mr. Campbell said. He indicated that the information underwriters are obtaining on drinkers is inadequate to allow proper classification. He suggested that perhaps underwriters should ask inspection companies to seek the accident records of applicants and to note the effect that alcohol has had upon applicants where drinking has led to physical encounters.

### Social or Pathological

Mr. Campbell commented, "All risk with regard to drinking could be classified as social or pathological. Most of those in the social group are taken at regular rates. We are hesitant to believe this is not proper handling. We do believe that the 52 times a year excessor is so close to pathological that we must be cautious. Even so, in the study, this class does not show much higher mortality than the 6-12 times. Proper classification is a problem today as it has been for many years. How can we learn which applicant drinks for relaxation or enjoyment or which applicant drinks because of craving or frustration? I realize that prejudice may affect reports where information is procured from outside sources. We also find alcohol and crime often go together."

Mr. Campbell recalled the testimony of Dr. H. W. Dingman, vice-president and medical director of Continental, before the group 15 years ago, in which Dr. Dingman pointed out that alcohol does very little damage to the human body but that it has an amazing effect on a man's judgment, especially at the younger ages.

### Why a Man Drinks

Mr. Campbell said that knowing how many times a year a man drinks really gives the underwriter no more than a hint as to drinking habits. Why the man drinks and what he does as a result of drinking is the information that is required to properly classify an applicant.

Mr. Campbell closed with a quote from Dr. Dingman to the effect that "moral minded users of alcohol are seldom in trouble that their mortality should be almost as low as abstainers. The defective minded alcoholics are unsafe at any premium. In-betweeners are the question mark."

## N. Y. Employee Benefit Firm

The firm of Arnold & Baker, specialists in employee benefit plans, has been formed in New York City with headquarters at 347 Madison Avenue. Directors include Alan F. Arnold, senior partner in Arnold & Co., and F. Ellsworth Baker, who was general manager of the life department of Frank B. Hall & Co. Mr. Arnold formerly headed the life department of Schiff, Terhune & Co. where he was vice-president and director. Mr. Baker before military service was general agent and later associate general agent of National Life of Vermont.

## Met's Texas Club Meets

The Texas Club of Metropolitan Life held its first gathering at Austin, with more than 120 present. John S. Ray Dallas, in charge of Texas agencies, was the honor guest.

## Family Income At Its Best!

WRITTEN TO PROVIDE any income period of 10 to 50 years' duration.

Attached to practically all basic policy plans, including renewable Term, to provide \$20, \$15, or \$10 monthly per \$1,000.

Added to existing Occidental policies, or to part of a policy.

Issued without any base policy, in which form it's called Income Protection.

Convertible without evidence of insurability in any year for full amount then at risk.

Commuted and paid in cash if desired.

This is Family Income perfected!



Occidental Life  
INSURANCE COMPANY of CALIFORNIA

V. H. JENKINS, Senior Vice President

"WE PAY AGENTS LIFETIME RENEWALS...THEY LAST AS LONG AS YOU DO"

## "It was a lot different in our day ...

"Remember when our first kids were born? We were proud, sure—but worried, too. Doctors' and hospital bills had me scratching for almost a year. That's something Tom won't have to worry about. He can really enjoy being a proud papa without wondering where the money's coming from. Things like the well-rounded and generous plan of Group Insurance carried by his Company really make a lot of difference."



# The KEY TO SECURITY



**A Key to Success  
for  
Equitable of Iowa  
Field Underwriters**

Equitable Life of Iowa's field underwriters have enthusiastically endorsed the *Key to Security*, the Company's new and simplified method of life insurance programming. With a professional approach that is easy to understand, the *Key to Security* clearly defines the prospect's life insurance program requirements and graphically portrays the solution to his estate problems.

This new method of programming is consistently demonstrating its effectiveness as an aid to career life underwriting for Equitable of Iowa field men.

**A three months survey indicates:**

- Highly satisfactory results from the new *Key to Security* direct mail approach.
- A better than average ratio of sales per interview.
- 547 *Key to Security* sales totaling \$7,113,543.
- An average size policy of more than \$13,000.

Those are four excellent reasons why Equitable of Iowa field underwriters know that the *Key to Security* is their Key to Success.

**EQUITABLE  
LIFE INSURANCE  
COMPANY**  
*Founded 1867*      *Des Moines*  
**OVER ONE BILLION LIFE INSURANCE IN FORCE**

**By using our tested**

## HOME SECURITY MAILER

... our agents and general agents are selling three out of five Home Security prospects. We feel that Reserve Life's Home Security program and prospecting service has been instrumental in the outstanding increase in our new business written during the past twelve months.

If you are not taking advantage of the huge market for Home Security insurance, write to S. J. Gilbert, Vice President and Director of Life Agencies, for full details of what Reserve Life has to offer.

**RESERVE LIFE  
INSURANCE COMPANY  
HOME OFFICE: DALLAS, TEXAS**

## Confers With 7th Skipper in 61 Years

E. Milton Allis, right, associate general agent at Springfield, Mass., confers with the seventh Massachusetts Mutual Life president under whom he has served. The occasion was his 61st anniversary with company. President Leland J. Kalmbach is at the left, and in the center is Chester O. Fischer, vice-president.

Mr. Allis has the second longest period of service of any other living member of the company family. Charles L. Helm, associate general agent at Syracuse, joined the company in 1889, just three months before Mr. Allis entered the actuarial department.

Mr. Allis recalls that at the time he joined the home office staff it consisted of six officers, 20 clerks and two janitors. There are now 1,325 home office employees.

Mr. Allis left the home office in 1904 and joined the agency at Springfield Mass., and was appointed general agent in 1905, a position which he continued until 1931.

After 61 years, Mr. Allis, can say, "I'm convinced that life insurance selling is the best paid hard work on the business calendar. It is difficult to assign to any one cause the reason why life insurance drew me into the field, but, after years of service in the home office, the magnitude of the business, the benefits paid the policyholders and the beneficiaries, and the opportunities to give my family a higher standard of living, combined to lead me out of the clerkship into a profession full of possibilities previously undreamed of."



## Launch Group Dental Health Insurance Plan

NEW YORK — In conjunction with Group Health Insurance, the non-profit voluntary medical insurance organization which now has 80,000 subscribers, a plan has been launched here by Group Health Dental Insurance, Inc., to provide dental care on an insurance premium basis to 25,000 persons. The organization is enrolling employee groups of 60 persons or more in 17 southern New York counties for an experimental period of two years.

The First District Dental Society of Manhattan and the Bronx has approved the plan, though it is not concerned with the operation of G.H.D.I.

The plan resembles surgical, medical and hospital plans now in operation. The subscriber pays \$19.80 a year if single, \$39.60 if a family of two, and \$72 if a family of three or more, with income less than \$5,000 a year. Employers probably will contribute toward premiums. Once he has paid his first premium, subscriber goes to a participating dentist who gives him a complete examination at no extra charge. If there are defects, these must be cleared up at the subscriber's personal expense before the insurance becomes effective. After that any defects are paid by Group Health Dental Insurance, including semi-annual x-ray examination, fillings, extractions, dentures, bridge work and dental correction for children.

When employee has income of more than \$5,000, the dentist charges his usual fee with G.H.D.I. paying part of the fee according to a scale ranging from \$3 for a filling to \$100 for complicated oral surgery.

G.H.D.I.'s directors are dentists except Arthur H. Harlow, Jr., president of Group Health Insurance, who is treasurer.

## Open New Mich. Building

New state offices of the State Farm companies at Marshall, Mich., will be formally opened July 20-21. Charles E. Beadles is resident vice-president and manager of the Michigan division. More than 500 are expected to inspect the new building. It has been occupied since April 3.

## Double Indemnity Due on Criminal's Death

Metropolitan Life will probably appeal a decision of New Jersey superior court in Hudson county in which it was ordered to pay \$25,000 double indemnity to the widow of Charles Yanowsky, who was murdered in July, 1948.

The company contended that the death of Mr. Yanowsky was not accidental. It said that his long, grim list of criminal activities clearly branded him as a vicious, hardened criminal and gangster. The inference was that he had been killed by rival thugs.

It has paid \$25,000 death benefits on three policies issued in 1944 and 1945 but has resisted the double indemnity payment. The judge decided that although it was probable that Mr. Yanowsky was murdered by other criminals this had not been proved and that the company should show some act or acts which directly and proximately resulted in his death. The case did not go to trial. The attorney of Mr. Yanowsky's widow moved for a summary judgment and was awarded the decision. There are two higher courts in New Jersey to which appeals may be taken.

## Kilhefner Joins Great-West Life as Spokane Manager

A. E. Kilhefner has joined Great-West Life as manager at Spokane.

Mr. Kilhefner joined Great-West after operating a district office at Oakland. He has been in the business since 1933, as a personal producer in Connecticut and Honolulu, and as a district supervisor from 1947-50. He served in the navy.

## First National Campaign

Aug. 7 is the opening date for First National Life's president's birthday baseball production campaign. The campaign will last for 13 weeks during which time President T. B. Martin's birthday occurs.

The district agencies will be matched against each other in a series of mythical baseball games. A trophy and prizes will be awarded at a dinner-dance in the home city of the winning district.

## Life and Casualty People Divide N. Y. DBL Field

NEW YORK—Estimates on disability benefits business production in New York agree that casualty companies outdid the life companies on smaller cases but that the latter held their own on larger groups. The main competitive fight was for the medium and smaller cases. Many large groups have been set up for some time by the life companies.

Life companies and some casualty insurers said that they were satisfied with what they got though they conceded that they wrote less business than they originally expected. Many revised their estimates downward in June when the rates of a few casualty companies threw the D.B.L. shoppers market into a turmoil from which some companies preferred to stay aloof. Their chagrin at losing business was salved by expectations that the business they did write, which was substantial, in any event, will have satisfactory experience. There are many who think the rates of some carriers were too low.

A new development in disability benefits business is the expected switching of insurers by smaller employers at future quarterly premium payment periods. In other states this hasn't happened. Production men expect the field will take a year to stabilize. Those who missed business because of their higher rates expect to get some of it back as soon as the experience of carriers causes them to increase rates and they predict that this will happen. The expected switching will not affect larger cases.

Though the workmen's compensation board put on a wide and thorough advertising campaign to bring the law to the attention of employers throughout the state, there were indications that not all knew of it by the deadline. Some still may not have qualified. One company received more than 100 applications for coverage more than a week after the law became effective.

Companies said the experience gained in New York will be valuable if similar laws are passed in other states. In the late stages of the production campaign some offices were turning out hundreds of policies a day on an assembly line basis which surprised even optimistic company production planners.

## "Financial World" Qualifies 25 Life Companies in Annual Industry Survey

"Financial World" magazine has qualified 25 life insurance companies for the highest merit award in its annual survey of the annual reports of some 5,000 corporations. The reports of these companies thus become candidates for the final judging for the "best of industry" award at a banquet at New York Oct. 30. The 1948 annual report of Massachusetts Mutual Life won this award for the best in its classification.

The life companies honored included: Atlantic Life, Bankers Life of Iowa, Boston Mutual, Connecticut General, Connecticut Mutual, Fidelity Mutual, General American, Guardian, John Hancock, Home, London of Canada, Manhattan, Massachusetts Mutual, Metropolitan, Mutual, National of Vermont, New York Life, Northwestern Mutual, Pacific Mutual, Penn Mutual, Provident Mutual, Prudential, Sun Life of Canada, Teachers I. & A., Phoenix Mutual.

## Convention Reports Given

At the July meeting of San Antonio Assn. of A. & H. Underwriters Herman Andrew, Business Men's Assurance, and O. D. Harlan, National Travelers Casualty, reviewed the highlights of the convention cruise of the International association. Mr. Harlan emphasized that the state association must set up a pub-

licity program which will bring the true situation in regard to compulsory plans and socialistic trends before the public. The reports will be continued at the August meeting.

## Farmers Union-N. D. Feud Ended; License New Co.

BISMARCK, N. D.—National Farmers Union Life of Denver, finally has been licensed in North Dakota, thus ending a feud between Commissioner Krueger and Farmers Union of North Dakota. The company was formed two weeks ago to succeed National Farmers Union Life Assn. which was denied a license more than five years ago by Commissioner Erickson, who has since died.

When Commissioner Krueger took office in 1945 he also refused to license the old association on the ground that it did not comply with state laws governing fraternals. The state supreme court upheld the department. The new company meets all the requirements for an out-of-state company.

The County Trust Co., White Plains, N. Y., bank, has sold to Mutual Life \$1 million in debentures.

## Ohioans Pushing Henry Stout for N.A.L.U. Trustee

Officers of about 26 local associations at a meeting at Columbus formally proposed Henry S. Stout, John Hancock, Dayton, O., for election as trustee of National Assn. of Life Underwriters. Resolutions endorsing him had been adopted by the Dayton association and Ohio state association but were held up until Mr. Stout could be induced to become a candidate.

Mr. Stout has served as president of the Dayton and Ohio associations, Dayton Association of General Agents & Managers, and John Hancock General Agents Assn. He is now serving as chairman of the national committee on industry development and information, which is putting on pension conferences in several cities of the nation.

It is pointed out that the north central states now have no representation on the N.A.L.U. board.

Monumental Life has declared a regular semi-annual dividend of 60 cents

a share and an extra dividend of 15 cents a share, payable July 20 to stockholders of record July 17.

## Home Office Underwriters Admit Seven Companies

Institute of Home Office Underwriters has admitted these companies to membership: Ministers Life & Casualty Union, Minneapolis; Western States Life, Fargo, N. D.; Coastal States Life, Atlanta; Pioneer Mutual Life, Fargo; Loyal Protective Life, Boston; United American Life, Denver, and Lutheran Mutual Life, Waverly, Ia. Membership now numbers 205 companies.

The program has been practically completed for the annual meeting at Omaha, Nov. 1-3. John Acree, Jr., president of Lincoln Income Life, will be chairman.

## Issue DBL Form 825

The New York state workmen's compensation board has issued form DB-825 for use by employers who insure hospital, surgical or medical care benefits only, in compliance with the state's disability benefits law.

# DISABILITY INCOME

-another "PLUS VALUE" that helps Provident Producers close difficult cases.

Since it was introduced on August 16, 1948, our "Disability B" (\$10 Monthly per \$1000) has conclusively proved its value to policyowner and underwriter alike.

Time and time again Provident Life Producers have reported that Disability B was the deciding factor that finally moved a procrastinating prospect to protect his dependents against both hazards.

Available with several policy forms, Disability B can easily be added to strengthen any eligible prospect's life insurance program... One more reason why we can say Provident Producers are EQUIPPED FOR SUCCESS!



Now licensed in 44 States and Canada

**PROVIDENT LIFE & ACCIDENT INSURANCE COMPANY**  
CHATTANOOGA  
protecting provident people since 1887



"Sign Joe up first . . . His belt's about shot!"

## Bankerslifemen Get Lots of Referred Leads

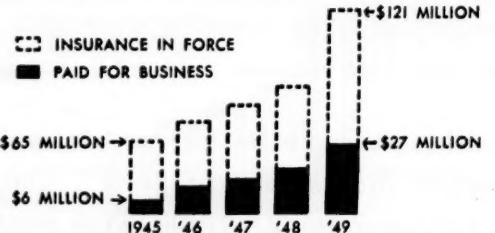
The kind of service Bankerslifemen render gets them lots of referred leads, usually to much better prospects than the one illustrated above.

Right from the start Bankerslifemen are not only taught that satisfied clients are a very valuable source of new business, but they are taught how to render service and counsel which creates satisfied policyholders.

The same qualities which build good client relations for Bankerslifemen make them the kind of life underwriters you like to know as friends, fellow workers or competitors.

**BANKERS Life COMPANY**  
DES MOINES

### CONTINUED UNEXCELED PROGRESS



THE future indicates even greater development and earnings to the Company and its agents. Keeping ahead of the times with unexcelled general agency contracts, competitive rates and plans geared to the second half of the century give our men a lead on the field. A talk with us should prove of interest to you.

**PHILADELPHIA LIFE**  
INSURANCE COMPANY • PHILADELPHIA 7, PA.  
Established 1906

## Fight Looming on Mutualization of Pacific Mutual Life

Commissioner Downey will hold a hearing Aug. 1 at Los Angeles on the plan to mutualize Pacific Mutual Life—an action that is being strongly opposed by several stockholders of the old company, which was replaced by the present organization in 1936.

Opposition to the mutualization plan will be spear-headed by the stockholders' protective committee, under the leadership of William H. Hughes of Wagenseller & Durst, Los Angeles security firm.

The drain of heavy claims under non-cancellable A. & H. policies brought about the old company's difficulties. The California commissioner took over, first as conservator and later as liquidator. A new company was formed, which took over all of the old company's assets, liabilities and a portion of the non-can commitments. Also, during the rehabilitation proceedings a committee was proposed which would eventually formulate a plan for mutualization, if this action should be found desirable in subsequent years.

This committee was formed and last April presented the plan on which Mr. Downey will hold the hearing Aug. 1.

### Claim Financing Arranged

Mr. Hughes said the protective committee intends to present a plan for raising privately the money needed to pay benefits still due under the old non-can policies; in this way, stockholders could reacquire control of the company. He said a syndicate of four or five eastern investment banking houses, headed by Union Securities Co., will supply the capital necessary to execute this plan. Although Mr. Hughes would not discuss the plan, he said that it is expected that the eastern executives will have the details worked out within the next few days. He would not comment on the amount of money necessary to see the plan through, but estimates at San Francisco and Los Angeles set the figure at approximately \$15 million.

Mr. Hughes said that the committee now represents about 61% of the 508,000 shares of the old stock company. He pointed out that his plan would put new money into the company, whereas the proposed mutualization would take money out to pay stockholders.

Mr. Hughes asserted that the mutualization plan would work a hardship on the 17,000 to 18,000 non-can policyholders who have received only partial payments in 14½ years, and who, he said, have no definite hope of being paid in full.

### Advantages to Women

A feature article in the "Washington Post" is devoted to Helen Pendergast, Mutual Life, Washington, D. C., chairman of the women underwriters committee of National Assn. of Life Underwriters. In the interview, Miss Pendergast analyzes the advantages of being a woman in the life insurance business. Because men usually are polite to women she sells much of her business to men.

### Gets Higher Post



Harold E. Dow, right-hand man of E. B. Whittaker, vice-president and head of the Prudential group department, has been promoted to second vice-president and associate actuary. Mr. Dow has been working with Mr. Whittaker as associate actuary.

## Institute Launches Freedom Series For Young Readers

A historical series depicting "How America Grew" in comic-strip style has been launched by Institute of Life Insurance. This is the first booklet in a series.

The eight-page booklet, done in four colors, shows how Americans have struggled since early colonial days for freedom to build better lives and futures for their families. Taking a typical American family as an example, the booklet portrays how different generations of this family—called Freeman—strive to build a new way of life and to make a secure future for themselves and coming generations.

The book is designed primarily for juvenile readers and is being made available to companies and agents' associations for direct distribution to the public. The booklet will be released this coming fall to schools, along with a teachers' guide which will facilitate its classroom use.

### N. Y. Committee to Study Discrimination Charges

The New York state joint legislative committee on insurance rates and regulation will commence holding hearings in August in New York City on alleged discrimination in insurance.

At the last session of the legislature it was charged that some insurers have discriminated against certain localities in New York City and against certain races; that insurers have refused to accept applications from persons living in certain sections of the city for various types of insurance, including automobile and fire on structures and personal property, and that companies have refused to renew policies upon expiration and have recalled policies because of the place of residence of the applicant. The committee proposes to ascertain the facts.

At present there is no law in the state on discrimination except in respect to life insurance.

A calendar of cases which have come to the attention of the committee will be prepared and the complainants invited to come before the committee. Others wishing to be heard should notify Paul L. Bleakley, counsel to the committee, 30 South Broadway, Yonkers, N. Y., in writing, giving their names, the insurers involved and a brief statement of the facts constituting the basis of the complaint.

### New Credit Rules in N. C.

RALEIGH, N. C.—Commissioner Cheek has issued a new set of regulations for credit insurance and now is awaiting the reaction of the groups affected before setting an effective date.

As suggested by company representatives at a recent hearing, the new proposals are divided into three groups. One deals with A. & H., hospitalization and disability insurance; another applies to automobile physical damage insurance and the third applies to life insurance written in connection with loans.

If there are no protests or requests for further hearings or conferences in a reasonable period of time, he will set a date for the regulations to go into force.

### Provident Mutual Host to 8

Provident Mutual was host to eight newly appointed supervisors and general agents at its management school at the home office.

**Savings bank life insurance** in force in Connecticut as of July 1 was up 12% from 1949. Ordinary in force was \$11,784,327 and group was \$1,615,550.

## Employees Take to Mutual Life Plan to Contribute to Insurance "Program"

Mutual Life's plan for augmenting the group life coverage of home and agency office employees by contributing 20% of the annual premium for the first five years to tailored individual insurance programs has been well received by employees.

Approximately three months after the program started, 253 home office employees had applied for \$1,133,358 of life insurance under the plan. Twenty-seven agency office employees had applied for \$91,404 of insurance.

The company also pays the difference between the annual and monthly premium cost, after the first five years. The balance of monthly premium is collected through payroll deductions.

The program is built around the use of the company's "insured income" sales programming method by training assistants at the home office during interviews with employees.

### Programming Advice

The interviews were arranged so that employees could discuss the benefits of the plan privately with trained life men. Recommendations were made as to how employees can get maximum benefits from present insurance, from social security, and from benefits under the company's group plan. First interviews have been conducted with 994 or 61% of home office personnel and second interviews with 203. Of the 280 applicants in the field and at the home office, 154 were women and 126 were men.

The total amount of insurance available to the employee under the new plan is limited to what can be purchased with an annual premium not exceeding 5% of annual salary or \$600, whichever is less.

Company contributions come through savings that result from the absence of commission payments and other acquisition expenses.

### No "Shoemaker's Children"

The plan was designed to do away with the analogy some have drawn between the life company home office employee who has inadequate insurance and the shoemaker whose children have no shoes.

Explaining the plan, President L. W. Dawson said, at its inception, that group insurance answered part of individual insurance needs but that "for some time the company had been concerned because its employees were underinsured."

Group coverage equal to one year's salary is given employees after one year's service. For employees earning less than \$3,000 an annual premium up to \$150 is permitted. If the employee leaves the company or cancels his payroll deduction he may keep the insurance in force by continuing payments but the company will not make any further contributions. Policies are issued on any of the whole life plans issued by the company that call for premium payments of not less than 20 years. Double indemnity, waiver of premium and supplemental term is included if originally applied for. The company will not grant the insurance if it has reason to believe that it is intended to replace existing coverage on the employee's life.

### Get Advice Anyhow

Home office employees were told by Mr. Dawson "whether or not you feel you need any life insurance now, you are urged to avail yourself of the services and advice of the counsellor. He will help you determine your life insurance needs, and recommend the kind and amount that best fit your personal situation."

Commenting on the results of the program, Stanton G. Hale, vice-president and manager of agencies, said that the interviews had noteworthy by-products as well. "They served to give employees a clear picture of the functions of life insurance as it applies to them individually and to their families. They gave employees a better understanding of

how life insurance is merchandised under the company's 'Insured Income' plan. Reports from employees have been very favorable—many of them expressing pleasure at the service offered."

### Iowa Attache Resigns

DES MOINES—Commissioner Alexander announces the resignation of Vernon Grant, Jr., as superintendent of the securities division of the Iowa department, effective Aug. 1.

Mr. Alexander said he would handle the duties of that post and that no replacement would be made.

### Mitcheltree Month Bonus

Columbus Mutual agents set a new record of production in June, set aside as president's month in honor of Carl Mitcheltree who was elected president last January.

More than 1,000 applications were submitted for a total of \$4,758,714, a 61% gain over June of last year. The placed business for June showed a 68% increase over the same period. Lead-

ing agencies for the month were the James M. Lassiter agency of Norfolk, the William Hordes agency of Detroit, and the Hyman Posner agency of Washington, D. C.

### Buys Two Texas Companies

Insuromedic Life of Dallas has purchased Citadel Life and Fogle-West Ins. Co. of Houston. The actual consolidation and reinsurance program will be worked out at a later date.

This gives Insuromedic an annual premium income of over \$1 million, over \$10 million life insurance in force, assets of over \$1.5 million with a capitalization of \$250,000 and over 50,000 policyholders.

### Manhattan Anniversary Dinner

The 100th anniversary dinner of Manhattan Life will be held Aug. 1 at the Waldorf-Astoria, New York City, preceded by a cocktail party.

A three-day conference was held of the Wisconsin state agency for Franklin Life at Milwaukee, managed by Robert L. Hesse. Present from the home office were Charles E. Becker, president, and Frank J. O'Brien, vice-president and director of sales.

### Correction of Business Totals For Bankers Life of Iowa

In the tabular display of results for the first six months for life insurance companies presented in the July 14 edition of The National Underwriter, the figures given for Bankers Life of Iowa were wrong. Actually the 6-month total for this company is \$86,731,943. Ordinary insurance accounted for \$57,227,832 of the total and group sales amounting to \$29,509,111. The correct comparative figures are carried in the tabulation this week.

Insurance in force at the end of June for Bankers Life of Iowa reached a new high total of \$1,482,331,636, an increase for the year to date of \$49,821,518 and almost \$75 million more than a year ago.

### Franklin Troops Retires

Franklin Troops, life manager of Travelers at Columbus, has retired as a result of illness.

The Toledo C.L.U. has elected Floyd C. Baldwin, manager of Mutual Life, as president. Others elected were Lawrence G. Bell, Aetna, and Gilbert F. Dittmer, Mutual Benefit Life.



## He Had to Start From Scratch

It wasn't easy to sell life insurance back in 1875, when The Prudential was founded. People had to be convinced that life insurance was all we claimed. There were no tested sales techniques, no national advertising, no well-known Rock of Gibraltar.

It still takes hard work; but today Prudential's brokerage service simplifies the job for Brokers and Surplus Writers.

### Our Service includes:

- One-case agreement guaranteeing your commissions on even the smallest case,
- Impartial advice and careful personal attention on all cases regardless of size,
- Expert Field help in closing cases—no charge, no split commissions,
- Magazine and radio advertising that reaches millions of people—coast-to-coast,
- Illustrations and proposals to simplify your Life sales.

Just bring us the details on your prospect. We'll handle the technicalities—even help you sell him. See for yourself. Call at your nearest Prudential Agency today.



## THE PRUDENTIAL INSURANCE COMPANY OF AMERICA

A mutual life insurance company

HOME OFFICE  
NEWARK, N. J.

WESTERN HOME OFFICE  
LOS ANGELES, CALIF.

## EDITORIAL COMMENT

### Booby Prizes Might Improve the Breed

While in a state of semi-hypnosis induced by a particularly empty and platitudinous speech recently we were struck by the bizarre notion that maybe the speaker was deliberately trying to see how far he could go in dousing his audience with windy guff without their catching on to what he was doing. The idea was, of course, fantastic, though it seemed the only plausible explanation for the performance the speaker was putting on.

But it occurred to us that it might be a concept worth promoting, in the interest of better speeches. Let's have an award for the flattest speech of the Year

and a cash prize for the nominator of the winning talk.

The awareness of the existence of this contest should have the effect of making speakers anxious to improve their talks so as to avoid the risk of being nominated and perhaps even winning this dubious distinction.

There would still be plenty of bad speeches but at least those forced to listen to them could pass the time analyzing them as possible candidates for Flattest Speech of the Year. And of course there would always be the chance that one might hit the jackpot by nominating the winner.

### Overcoming Executive Insulation

An occupational hazard that seems to be present in increasing quantities as a man ascends the executive ladder in any line of endeavor is his isolation from the day-to-day problems and facts of his business. The danger exists that any man who delegates jobs to others will thereby lose his touch with what might be called "life-facts."

It would seem safe to say that the best executives are those who have taken account of this inherent danger of isolation from life-facts. Such men realize that decisions within the four walls of an office which are based entirely upon memoranda from others are liable to be false to fact.

The danger grows proportionately greater with the height of a man's position and with the size of the enterprise with which he is connected. The president of a large insurance company, can if he is not vigilant, allow hundreds of men, offices, machines, reams of paper and miles to separate him from the policyholders of his company. Unfortunately, there are a few executives who regard this isolation as insulation from mundane cares and responsibilities.

A man has to use the testimony and impressions of others to augment his own view of life-facts. No one man has the time to see everything, nor the ability to see anywhere near "all sides" of any problem. This is what lends the value to speech and written language by which men interchange their observations. Still a man with a thousand men to view a situation for him may not get as accurate a picture as the man who has no scouts out and yet who has looked at the situation firsthand. Yet the man who has not for-

gotten the value of first-hand observation on the primary level and who has a thousand other men to augment his naturally limited view of complex life problems, is probably much better off than the man who has to depend upon his own observation alone.

There is no substitute for personal observation of events. Of course, the busy executive must spend part of his time dealing with higher abstractions and generalities on what is frequently called the policy-making level. He cannot personally interview every policyholder of the company. In all probability he does not have the time to study the operation of his company in agency to agency detail. But he does have the opportunity and the obligation to spot-check, to cut through all the fatty tissues which stand between him and the world.

It avails the executive little, even if the reports which he receives are accurate, if he himself has the picture in his mind of the world as it existed outside of his office 20 years ago. He will be applying up-to-date, though second-hand data, to his own out-dated concepts, because for a number of years he has not taken the trouble to look directly at life-facts.

Such a constant day-to-day, eye-to-eye reappraisal of what goes on in the world is necessary to any man, regardless of his position, because the world is continually in process, continually changing. This is a troublesome fact that any schoolboy knows, but that so many of us forget when we assume that because we were acquainted with a situation a year ago, we are fit to deal with the situation as it exists today, though it has un-

doubtedly been altered by the process of change, perhaps to the point of being unrecognizable.

The problem of any man would seem to be to make the pictures in his head correspond as closely as possible

with the outside world, which, because of its infinite complexity is never totally knowable. There is no substitute for personal observation in solving this problem. There is no place for a leader whose vision is ingrown.

### Life on a Commission Basis

Dr. W. A. Granville, who was a great epigrammatist and was connected with Washington National, once said: "After all, life itself is on a commission. What you get depends on what you produce."

The results of a man's work and efforts depend very largely on his own

merit. What he does and how he does it count for much. Those that are accomplishing something are not working by chance. They appreciate what they are doing and have a definite end in sight. They work at full draft toward that end.

## PERSONAL SIDE OF THE BUSINESS

**Stanley M. Richman**, vice-president General American Life, has been elected to the national board of the Family Service Assn. of America.

**John Hill**, vice-president of New England Mutual Life, has been appointed head of the financial division for Boston's 1951 Red Feather campaign.

**Powell B. McHaney** executive vice-president and general counsel of General American Life, has been elected to honorary membership in Phi Beta Kappa by the University of Missouri chapter.

**Kieran J. Hackett**, new general agent at Boston for National Life of Vermont, was honored at an installation luncheon. Approximately 60 persons attended.

**Harold R. Dolan**, for 10 years man-

ager of Prudential at Denver, has completed a quarter of a century with the company.

**Charles L. Halsted**, New York Life, Brainerd, Minn., has filed as a candidate for governor in the Democratic-Farm-Labor primaries. He refused to accept the party endorsement for state treasurer which was offered him. Two years ago he ran for governor and made a strong race.

**Washington W. Stockton**, district agent for Prudential at Berkeley, has completed a quarter of a century with the company.

**Dan Flickinger**, agent of John Hancock in Indianapolis, and son of a general agent for that company there, has been elected president of the Shortridge High School Band Alumni Assn.

### Never Underestimate the Power of a Lady



No one in Pan-American Life ever underestimates the power of Miss B. B. Macfarlane, supervisor of the New Orleans agency. One can gather why from this photograph in which she is shown receiving a trophy as head of the New Orleans agency which took first place in the president's month campaign. President Crawford H. Ellis makes the presentation to Miss Macfarlane and on the left are Dr. Edward G. Simmons, executive vice-president and Dr. Marion Souchon, vice-president and medical director. Miss Macfarlane's agency led all others in the U. S. in total amount of cash premiums on paid-for business. This was the third straight year the agency had captured the "regatta," as the contest is called.

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ciate Manager; George E. Wohlgemuth, News Editor; Roy Rosenquist, Statistician.

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## DEATHS

**GEORGE H. WILDER**, 74, who retired in 1946 as supervisor of accident accounts of Aetna Life, died at Hartford. He was with the company 33 years.

**MICHAEL T. DONOHUE**, former manager at Albany, N. Y., of Metropolitan Life, died there. He joined Metropolitan in 1900, went from Newburgh to Albany in 1918 as manager and held that position until he retired in 1938.

**JOHN D. CRAMER**, 74, Indiana deputy commissioner since 1931, died Saturday night at Methodist Hospital at Indianapolis. He had been ill since last January. Mr. Cramer was regarded as having rendered outstanding service to insurance and the public in Indiana. One of the important things he had done was to help write the Indiana insurance law of 1935. He was very popular among insurance men and department officials.

In paying high tribute to Mr. Cramer and his work, Commissioner Vichmann says his service to the department shows the fallacy of the idea that men past 50 should not be considered for employment, as Mr. Cramer was 55 when he joined the department. "His knowledge of law, keen sense of humor and good judgment is a proven

case of the value of men slightly beyond the meridian of life," Mr. Vichmann says.

**OLIVER W. PERRIN**, retired associate actuary of Penn Mutual Life, died at Thousand Islands Park, N. Y., following a heart attack. He was a member of the actuarial department of Penn Mutual for more than 40 years. He retired in 1946.

**J. HOWARD JEFFRIES**, retired agency secretary of Penn Mutual Life, died at age 81. A generation ago he was known the country over as a speaker to life insurance groups. He was a graduate of Girard College in 1887 and became the second typewriting stenographer in the Penn Mutual. He was chief clerk of the agency department in 1910, assistant to the vice-president in 1922, agency secretary in 1928, and retired in 1935. He wrote much of the company's literature and selling documents that became well known before the first world war. His son, Jack Jeffries, is a life agent formerly with the Penn Mutual.

**ROBERT J. GRAVES**, medical director of United Life & Accident, died. He had been with United since 1917.

**EMIL J. KOHL**, 89, retired general agent of Northwestern Mutual Life for southern Illinois, died at St. Elizabeth's Hospital, Belleville, Ill.

**JOSEPH T. SMITH**, 54, president of Delaware Mutual Life, died at Avalon, N. J.

## OBSERVATIONS

### Graduates Endow Lehigh

Another example of the use of life insurance by a graduating class of a university to provide funds for the university in later years has been demonstrated by the class of 1950 at Lehigh. There were 442 members in the class and each took out a \$300 20-year endowment, each to pay \$14 a year.

### Weird War Clause Situation

A number of producers and managers are expressing the hope that the war clause talk in the air will not finally solidify into the kind of weird situation that resulted in the second world war. They hope that war clauses, if they come, will not be heralded so far in advance that a great mass of business on exceedingly young men, largely term, will be piled in by agents attempting to beat the gun. They remember with distaste the mix-up that followed the writing of this great amount of business on young prospective soldiers who continued their policies in force, and had them paid by the government under the soldiers' and sailors' civil relief act. When these young men emerged from the services, they had forgotten about their insurance and then found that they owed the government considerable amounts of money for which some of them were dunned out of their NSLI dividends.

The whole situation was not a happy one for the very young men who have now become the more substantial citizens of the nation, and whose relations with life insurance companies should be happier than they have been.

### Metropolitan Measures Accidents

The Metropolitan statisticians have determined that home accidents claim about 30,000 lives a year in the U. S., more than double the combined total from polio, appendicitis, the principal childhood diseases, and diseases incidental to childbearing. The statisticians discovered that non-fatal accidents resulted in more or less serious injuries to 4,500,000 annually. These figures are staggering, but Metropolitan statisticians draw some hopes from them because of the encouraging progress during the past 15 years in reducing fatal home accidents. Among the company's

industrial policyholders, the death rate from this cause has fallen from 13.6 to 8.1 per 100,000, a drop of 40%. The decrease has been more pronounced for adults than for children and greater for women than for men.

The statisticians infer that improvements in lighting, cooking, and eating equipment have been instrumental in reducing the death rate from burns and scalds among girls and women to a point where it is less than half of what it was 15 years ago.

### Area-Wide Pension Pattern

Multi-employer bargaining for pensions seems to be spreading. Some of the pensions may be said to have a basis that is more area-wide than it is industry-wide along the lines advocated by the CIO. Examples of this trend are the recent settlement of the UAW with 70 tool and die shops in Detroit on a multi-employer basis; the area-wide pension plan of the CIO machinists in St. Louis, covering 450 employers and 3,600 employees, and current efforts in Toledo to achieve an area-wide plan in that locality.

### Interstate Does a Good Deed

H. Clay Evans Johnson, president of Interstate L. & A., attracted considerable local attention by paying for the funeral of "Uncle Tom" King, a 110 year old Negro of Chattanooga. President Johnson reasoned that Uncle Tom was already 69 years old and passed the insurable age when Interstate was organized in 1909 and, therefore, had had no opportunity to take out a policy. Mr. Johnson's generosity provided a fine human interest story for the local papers.

### Draft Effect on NSLI

The calling up of thousands of new draftees lends importance to the campaign of National Assn. of Life Underwriters to have service life insurance issued free to service men so long as they remain on active duty and then terminated. The exposure to permanent government insurance coverage of vast new member numbers of men will take out another piece of the young ordinary market.

A

HALF BILLION...

... in Life Insurance Protection

This month we are passing the half billion dollar mark of insurance in force. It has been attained with the premise that our greatest responsibility to these policyholders is continuing strength, security, progressiveness. Throughout our career we have never lost sight of this fact, and as our insurance in force continues to increase, these same three tenets shall still be the foundation of future growth.

To our Great Southerners, many of whom have been with us since we were striving to reach \$100,000.00 insurance in force, we express thanks and appreciation for their untiring efforts which have made this impressive volume of insurance possible.



**Republic Names Reinecke**

The educational department of Republic National Life has been expanded by the appointment of Ralph C. Reinecke as associate director. Mr. Reinecke has been in life insurance with his father, Charles Reinecke of Streator, Ill., since his graduation from high school, except for 3½ years in military service. He is a graduate of the marketing institute at Purdue.

**North American Ups Keyes**

R. W. Keyes has been appointed assistant secretary of North American Life of Toronto. Mr. Keyes will do research work in agency operations.

Herman Merker, president of Pressed Steel Tank Co., Milwaukee, has been elected to replace the late Frank Bacon of Milwaukee as a trustee of Northwestern Mutual Life.

**PEACE...it's Wonderful**

"...now that Fred and I are settled in the West, we know the real meaning of restful living. For more than 25 years Fred has been saying that someday—someday he'd play golf, fish and hunt MORE!"

"Now that the children are married, why should we remain in a large, dreary city bogged down in a rut? A trip through the West opened our eyes. Here, people LIVED!"

"Our minds were made up. Fred interviewed several insurance companies and selected Capitol Life as the one with the greatest opportunities. In one year, Fred's business was established and our health better than ever. Peace—Prosperity? It's sure wonderful!"

To qualified Field Underwriters and Agency Managers in search of a NEW way of life, our agency expansion program offers genuine economic security in several western states.

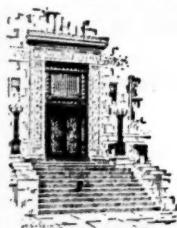
Write us for complete details.

THOMAS F. DALY II  
Agency Director, Assistant to the President

**The CAPITOL LIFE  
INSURANCE COMPANY**

CLARENCE J. DALY, President

HOME OFFICE, Denver

**AN UNUSUAL OPPORTUNITY  
IN THE GROUP SALES FIELD**

An aggressive Canadian Life Insurance Company now entering the Group Field, offers a splendid opening to a man capable of organizing and directing field activities in connection with the sale of Group Life, Pensions, and Accident and Health Benefits.

The man selected will be under forty, will work out of Home Office with qualified technical assistance, and will have as his objective the organizing of a Group Department which will serve both the Canadian and United States fields. Previous experience in group selling is essential. Write fully, giving background and salary expected; replies will be treated confidentially. Address A-92, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

**EXCEPTIONAL OPPORTUNITY—  
AGENCY VICE-PRESIDENT**

A strong, recommended Far-Western Company desires to secure an experienced man for Agency Vice President. Salary, \$15,000 for the man who can qualify.

Address A-95, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

**LIFE INSURANCE EDITION****COMPANY MEN****Penn Mutual Life  
Replaces Johnson  
with D. B. Slattery**

D. Bobb Slattery, vice-president, has been placed in charge of Penn Mutual Life's agency affairs. He succeeds Eric G. Johnson, who has resigned.

Mr. Slattery becomes head of Penn Mutual's agency department, following two months' service as vice-president and superintendent of agencies. From 1924-1940 he was with Penn Mutual



D. Bobb Slattery



Eric G. Johnson

when he directed the company's sales promotion activities as assistant to the agency vice-president. He returned last May after 10 years with the National Life of Vermont where he was vice-president and chairman of the committee on insurance.

Mr. Slattery is a director of Life Insurance Agency Management Assn. and is chairman of its 1950 annual meeting committee. He also served as a member of the management examination board of American College.

Mr. Johnson joined Penn Mutual in 1928, being successively supervisor, associate general agent and general agent in the Pittsburgh agency. In 1941 he was elected to succeed Alexander E. Patterson when the latter was named vice-president of Mutual Life.

During the second world war Mr. Johnson served in the army. He has not announced his plans for the future.

**Howland to Mutual  
Benefit H. & A.  
and United Benefit**

Billedward Howland has been named group actuary of Mutual Benefit H. & A. and United Benefit Life. He has been in A. & H. work since 1935. After service at the home offices of Aetna Life and Fidelity & Casualty and with the latter company at Philadelphia, he joined H. & A. Underwriters Conference in 1944 as statistician. He served as secretary of the group committee and was active in the work of Health Insurance Council, especially in setting up hospital admission plans. He left the conference last October to join Federated Mutual Implement & Hardware of Owatonna, Minn., as manager of its group A. & H. department.

L. Frederic Hoebel has been added to the investment staff of the two companies. He graduated from University of Wisconsin in 1934. After receiving his M.A. degree a year later, he started in investment work and has had some experience in the insurance investment field.

**Hancock Elects Matz, White**

John Hancock has elected J. Edwin Matz and John A. White assistant controllers, effective Aug. 1.

Mr. Matz has been a research associate with the controller's department since joining Hancock in 1949. He was associated with Metropolitan from 1939 to 1949, with five years' leave in the army signal corps.

Mr. White, expense analyst in the controller's department, joined Hancock

in 1946, after three years in the navy. Before that he was with McKinsey & Co., management consultants; with E. F. Goodrich Co., as operating manager for New England, and with the National Lead Co. of New York as a member of the controller's staff.

**Reliance Hires  
Financial Expert  
as Vice-President**

George L. Langreth has been elected vice-president of Reliance Life. He will be in charge of investment operations beginning Sept. 1.

Since 1946, Mr. Langreth has been a partner of Wood, Struthers & Co., New York investment firm, with which he has been associated in various capacities for 21 years. He became successively senior public utility analyst, manager of the public utility department and partner.

Mr. Langreth has had wide experience as financial consultant and adviser. Among others he has acted in an advisory capacity for a large eastern university, a prominent New York estate, several large public utility companies and a number of industrial concerns. During the last war he was special assistant to the president of Raytheon Manufacturing Co., and has been a director of Raytheon since 1945.



Geo. L. Langreth

**MANAGERS****Indianapolis Managers  
Elect Cass President**

New officers of Indianapolis General Agents & Managers Assn. are W. Oliver Cass, Mutual Benefit Life, president; Easley Blackwood, Metropolitan, vice-president; Paul Cannaley, Life of Virginia, treasurer; and Paul Speicher, R. & R., secretary. On the executive committee are Hastings Smith, New England Mutual; G. E. Steigerwald, Prudential, and Raymond Hauck, Metropolitan.

The meeting discussed plans for the Mid-West Management Conference sponsored annually by the Indianapolis managers at French Lick. Mr. Cass urged the cooperation of the group in strengthening enrollments in L.U.T.C.

Edgar R. Small, Lincoln National, has been elected president of the **Peoria, Ill., managers**. His name was announced at the group's annual outing and meeting.

**Life Agency Cashiers Assn.** of Detroit and Windsor was entertained by National Bank of Detroit, Luncheon and the showing of the bank's new moving picture "Training in Banking" were on the program.

J. C. Raupp, cashier of New York Life's Turner agency, was elected president of the **Chicago cashiers**. Vice-president is Joyce Kislaw, Mutual Benefit's Parsons agency, and secretary-treasurer is Marcelle Fitzpatrick, Continental Assurance.

**CIO Organizing Chicago Union**

The CIO through the insurance and allied workers organizing committee has opened a drive in the Chicago area to organize industrial agents. IAWOC is attempting to replace UOPWA, expelled from CIO because of communistic tendencies, as the national representative of insurance workers.

## LIFE AGENCY CHANGES

### Conn. Mutual Turns Over Rochester Agency to Banker

Edward U. Banker, supervisor for Connecticut Mutual Life at Portland, Ore., will become general agent at Rochester, N. Y., Aug. 1. Mr. Banker will take over the duties of Paul L. Guibord who is succeeding Harry F. Gray, now retiring as general agent at New York City.

Mr. Banker has been in the business since 1932. For the past two years he has been supervisor with the J. C. F. Merrifield agency for Connecticut Mutual at Portland and last year was awarded the company's trophy for outstanding supervisory work.

He is a graduate of the L.I.A.M.A. school. During the war he served in the

## WANT ADS

Rates-\$12 per inch per insertion—1 inch minimum. Limit—40 words per inch. Deadline Tuesday noon in Chicago office—175 W. Jackson Blvd. Individuals placing ads are requested to make payment in advance.

THE NATIONAL UNDERWRITER

**A large Fraternal Life Insurance Society will have available an excellent opportunity for a man between the ages of 35 and 50 as Field Manager. Attractive salary and commission. Man selected will be in complete charge of our field department. State previous insurance experience in detail, indicate present salary, age, educational background and family status. All information held strictly confidential. Address Mr. Alan Brown, President, Woodmen of the World, 1447 Tremont Place, Denver 2, Colorado.**

### AVAILABLE

Home office life underwriter. Fully qualified to handle substandard and brokerage. Fellow L.O.M.A. majoring in selection of risks.

Age 40. 20 years experience as personal producer, agency cashier and home office underwriter.

No particular territorial preference. Address A-91, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

### PASADENA OFFICE SPACE

Office space available in Class "A" building on most important corner in Pasadena. From 200 to 20,000 square feet. Parking. Write T. D. Rogers, 2014 Wilshire Blvd., Beverly Hills, California.

### YOUNG MANAGER DESIRES OPPORTUNITY IN CALIFORNIA

Capable and aggressive, with outstanding record in recruiting and training, also experienced in every phase of group insurance and annuities. Please reply to A-89, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

navy. Mr. Banker is a past president of Aurora Life Underwriters Assn.

### Columbian Appoints Rowley as Philadelphia G. A.

Norman W. Rowley has been appointed general agent at Philadelphia by Columbian National.

Mr. Rowley has been in life insurance more than 35 years, all with Penn Mutual. He started in the home office as an office boy; was a premium clerk in the underwriting department when he went into service in the first world war. On his return, he joined the home office agency as an agent. In 1931 he was appointed agency supervisor.

In 1942, Mr. Rowley went to Boston as manager of the Henry M. Faser agency of Penn Mutual. A year later he became director of training and sales personnel for J. H. Reese's home office agency.

### Prudential Promotes Three

Prudential has appointed Preston A. Stanford head of the Philadelphia district 5 office to replace T. Gibson Smith who has been appointed director of agencies.

Harry P. Green has been appointed district manager at Norristown, Pa., and William J. Link has been named head of the Rock Creek Park district, Washington, D. C.

For the past three years, Mr. Stanford has been manager at Dallas. He joined Prudential in 1935.

Messrs. Green and Link have been home office regional managers and have been with the company for 15 years.

### Prudential District Managers

Prudential has promoted Curtis H. Sehon to manager at Tacoma, Wash. He joined the company at Topeka, Kan., in 1933. He transferred to Everett, Wash., in 1936 and was promoted to staff manager at Bellingham in 1938. He served in the coast guard.

Timothy T. Calaway has been appointed assistant manager of the Montana agency. He joined Prudential at Billings in 1949.

Verol W. Elmendorf has been appointed assistant manager of the Seattle agency. He joined the company at Centralia in 1949.

### New Agency Heads Named

Vic L. Wood has been appointed manager at Fort Worth, Tex., by Pioneer American of Houston. Mr. Wood, after having been both a successful agent and home office executive with several companies, joined Pioneer American two years ago. Since then he has been doing special agency development work.

Dan Griffin has been appointed general agent at Amarillo. He has long been active in that area.

### Wistert Ann Arbor G.A.

Alvin Wistert, captain of the 1949 University of Michigan football team, co-champions of the Big Ten, and an All-American tackle, who has developed into a big producer for Federal Life & Casualty, has been appointed general agent of that company at Ann Arbor, where he won football fame.

Thomas A. Ferns, Akron, O., has named associate manager of the George J. Woodward agency of Equitable Society at Columbus and will have charge of group insurance in 16 northern Ohio counties. He has been agency group supervisor.

Robert A. Gaumer, sales manager for radio station WLWX at La Crosse, Wis., has been appointed director of pension trusts for the Charles F. Potter agency of Minnesota Mutual at La Crosse.



Through the ages, men have sought a security that would endure for their families after them. All too often, only their dreams have outlived them. Today, men can achieve security of their own designing; security that will maintain independence for them and for their families for the period of their own choosing. This is what they do when they make use of the truly democratic institution of Life Insurance.

We who are associated with Pacific Mutual are proud to be part of this great institution of Life Insurance; especially proud that through the basic protection of our Pacific Mutual New and Unusual Savings Plan and our complete range of Life, Accident and Sickness, Retirement, Annuity and Group Plans, we can help men attain security *with* independence.

# Pacific Mutual

LIFE INSURANCE COMPANY

Home Office: Los Angeles, California

DOING BUSINESS ONLY THROUGH GENERAL AGENCIES LOCATED IN FORTY STATES AND THE DISTRICT OF COLUMBIA

## COMPLETE PERSONAL INSURANCE COVERAGE

"REGISTERED  
POLICY  
PROTECTION"

LIFE HEALTH  
ACCIDENT  
HOSPITALIZATION  
MEDICAL and SURGICAL  
REIMBURSEMENT  
GROUP  
FRANCHISE  
BROKERAGE  
REINSURANCE

REPUBLIC NATIONAL LIFE  
INSURANCE COMPANY

THEO. P. BEASLEY, President  
HOME OFFICE DALLAS, TEXAS

Life Insurance in force exceeds \$300,000,000.00

## IT'S TO YOUR ADVANTAGE!

to use our Wide Facilities and Excellent Service

## PARTICIPATING and NON-PARTICIPATING PLANS

## STANDARD and SUB-STANDARD RISKS

DOUBLE FAMILY INCOME BENEFIT (\$20 monthly income per \$1000) LOW TERM RATES on 1, 5, 10, 15-year and 5-Year Renewable Term Plans

PENSION TRUSTS—with Life Insurance or 100% on Deferred Annuities

MORTGAGE REDEMPTION PLANS—geared to F.H.A.

FAMILY INCOME TO AGE 65—also regular 10, 15 and 20-year F.I.B.

INSURANCE IN FORCE 1,185 MILLION DOLLARS

(Including Deferred Annuities)

ASSETS 378 MILLION DOLLARS

THE  
**MANUFACTURERS**  
INSURANCE LIFE COMPANY  
HEAD OFFICE • TORONTO, CANADA

## ASSOCIATIONS

## Ohio School at Columbus

A school of instruction for officers of local associations was held at Columbus Friday under the sponsorship of the Ohio association. Robert K. Zimmer of Columbus, president of the state association, was in charge. About 25 associations were represented.

## Myer N. Y. Board Chairman

Richard E. Myer, manager of Mutual Life, has been elected chairman of the board of the New York City Life Underwriters Assn. Mr. Myer entered the business with Provident Mutual in 1919 and two years later became manager for Mutual Life at Elmira, N. Y., his home town. After five years at the home office beginning in 1930 he managed agencies at Harrisburg and Detroit before his transfer to New York.

**Savannah**—There were 24 agents who completed the L.U.T.C. course.

**Little Rock**—Elected were E. A. Ostedgaard, Aetna, president; E. W. Parrish, Life of Georgia, 1st vice-president; P. A. Hughes, Metropolitan, 2nd vice-president; N. B. Weese, retiring president, 3rd vice-president, and LeRoy Foster, American H. & L., secretary-treasurer. National quality awards were presented to Earl S. Chapell and Mr. Raymond.

**Mansfield - Ashland, O.**—Gilbert Templeton has been elected president; Robert Meese, vice-president; J. E. Roby, secretary, Robert F. Horn, state committee man.

**Troy-Cohoes, N. Y.**—Charles E. Tracey was elected president at the annual dinner at the Circle Inn, Latham, N. Y. Edward J. Nadeau was reelected vice-president and Walter F. Fanning was elected secretary.

**Austin, Tex.**—Robert H. Wyly, Dallas, regional supervisor of John Hancock, spoke on "Social Security vs. Life Insurance." He urged the life salesmen to familiarize himself with the total income for the family that is possible under social security, the situation of the widow with children who reach 18 before she is 65, the restrictions on earnings in covered employment by the worker or the widow. He emphasized the meagreness of the payments to the widow and the problem of the woman in her 50s who seeks employment to earn a reasonable income.

He gave a sales demonstration with John O'Brien, John Hancock, and Miss Catherine Bailey, Great Southern Life, representing the husband and wife.

**Madison, Wis.**—New officers are: Don Hanesworth, New York Life, president; Carl J. Homann, Mutual Trust, vice-president; Ray J. Dean, Bankers Life, secretary; Jack Zimdar, Mutual Life, treasurer; William C. Gobel, Central, is retiring president.

**La Crosse, Wis.**—John P. Williams of American College spoke on the C.L.U. at the La Crosse vocational school and met with education leaders.

**Bakersfield, Cal.**—William T. Baldwin, Provident Mutual, has been installed as president of the Kern County association to succeed Emil Hein, Ohio State Life. National quality awards were made to eight agents by Richard Leask, secretary-manager of the local chamber of commerce.

**San Angelo, Tex.**—President Claude Evans, Prudential, and Joe L. Randal, Southwestern Life, reported on the Dallas convention of the Texas association. National quality awards were presented by Mayor Rust.

**San Antonio**—John C. Leslie, Insurance Record, Dallas, described the effects of socialism in England as he observed them during a recent visit there.

**Central Kansas**—New officers include: President, Charles S. Hamilton, Great Bend; Vice-president, Frank H. Templeton, and Secretary, Grant Hoener, also of Great Bend.

**Parsons, Kan.**—Vice-president Harold V. Hay was advanced to president, succeeding R. J. O'Connor, Business Men's Assurance. Jack A. Maier, Equitable Society, is vice-president and H. G. Weis, secretary.

**Lawrence, Kan.**—Edwin A. Lewis, Provident Mutual, is the new president; Arch C. Kennedy, vice-president, and

John Chaney, secretary. Five members received the national quality award.

**Allen - Neosha County, Kan.**—C. Leverenz, B.M.A., Chanute is president of the Allen-Neosha County Life Underwriters succeeding Robert O. Blunk. Vice-president is Herb Water, Chanute; secretary is Ralph Wilcott, Chanute. State Committeeman Robert Blunk, rectors include C. E. Russell and G. Edwards, Iola and Robert Lobdell, and Ted Cronemeyer, Chanute.

**Salina, Kan.**—James O. Kershaw, American National, has been elected president, succeeding Fred E. Pfeifer, Prudential, who is the new state committee man. Vice-president is Robert T. Ellis, General American, and secretary, Bert F. Rogers, National Life & Accident.

**Emporia, Kan.**—Albert E. Sutton, retiring president, installed President Cecil Safford, Vice-president George Brinkley and Secretary E. D. Bennett. J. D. Adams is state committeeman.

**Manhattan, Kan.**—New officers include Fred H. Huey, General American, president, succeeding Paul D. Raymond, vice-president, E. C. Booth, Prudential, secretary, Jack Ellis, Business Men's Assurance. Quality awards were presented by Mayor Rust to four members of the Kansas Leaders Round Table certificate went to Earl S. Chapell and Mr. Raymond.

**Chillicothe**—A program committee meeting covering all associated organizations together with program chairmen of special projects was held. List of possible speakers for each activity was given to each president or chairman.

## AGENCY NEWS

## Columbus Agency Leads

The Columbus agency of Ohio State Life topped all agencies of the company in volume of insurance produced the first half of 1950, and also first for June.

Three members of the Columbus agency, Wayne Lewis, Dewey A. Sheller and Lou Chapman, are among the leaders in personal production for the six months. R. G. Leuzinger is general agent.

## Dillon Agency Is Leader

Harold T. Dillon agency of National Life of Vermont at Atlanta led the company's 54 general agencies in volume of sales for June and for the first months. The agency has 14 qualified in the 1950 Leaders Club.

The Sam P. Davis agency in New York led all Phoenix Mutual Life agencies in May and June and ended the six months as leading agency. Business for the last two months total \$2,204,010 or over a million a month. The part that was prepaid total \$1,219,023.

## McCarthy Gets \$5 Million

Metropolitan Life has loaned \$5 million to Glenn H. McCarthy, Houston oil man, in a deal which has not been formally closed but which seems set to go through. No other insurers are involved in the transaction. Mr. McCarthy was recently contradicted by Thomas I. Parkinson, president of Equitable Society, when he said that he had arranged a joint loan from companies.

## Gets Lincoln Nat'l Plaque

The Lincoln National President Month plaque has gone to the J. Arnold agency of Davenport among larger agencies. This agency had largest average of paid business per month in May. This is the second time it has won the plaque. Phil Sitrick of Arnold agency wrote the largest amount of business in the company in May, second time he has won this honor.

**Modern Life & Accident** of Chicago showed a net gain of 33% of total business for the first five months of 1950. The business was 65% hospitalization and 35% A. & H.

# SALES MEETS

## Mutual Trust Meetings Set in New York, Wisconsin

Mutual Trust Life will hold its eastern meeting at Saranac Lake in New York on Aug. 21-23 and the western regional meeting at the Wisconsin Dells, Aug. 28-30.

Speakers at the Saranac meeting will be John Ehn, Hartford general agent;

Robert E. Pease, state committee secretaries & Ag-

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Paul Speicher's monthly letter alone is worth the extra cost.

"Owing to the recent devaluation of the Pound (Australian), the cost of the R & R Service has increased by approximately 25 per cent in our currency, but in my humble opinion,

Paul Speicher's monthly letter alone is worth the extra cost.

"I hope he is a reasonably young man and will continue to write his 'letter' for many years hence; say for another fifteen years. After that I won't be an active participant in life assurance affairs.

"Wishing the R & R the success it deserves and with my kind regards,

Yours Faithfully,

C. H. Laver,

T & G Mutual Life

Society, Ltd., Sidney, Australia.

R & R IS FORTUNATE IN HAVING SUCH FRIENDS. FORTUNATE, TOO, IN THAT OUR CUSTOMERS INvariably BECOME OUR BEST FRIENDS.

PAUL SPEICHER

President

THE INSURANCE

RESEARCH & REVIEW SERVICE

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*Established*

# PHILADELPHIA GENERAL AGENCY

**Available Sept. 1st.**

**Unusual life insurance opportunity —** for a successful life insurance man preferably with supervisory experience. Agency minded, participating midwestern company. Present general agent has averaged \$25,000 or more annually for past several years. Millions of business in force. Substantial starting income. Our present Philadelphia agents know of this ad. Apply in strict confidence, giving brief summary of your life insurance record, age, marital status, etc. Address A-88, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

## Prudential's Employe Counseling Service Cuts Down High Cost of Worry

How much does the high cost of worry add to industry's overhead? While no dollars-and-cents answer can be given for this puzzler, management long has recognized that employees with personal problems are not efficient, productive workers.

Although much consideration has been given to the broad field of labor relations, only in recent years has management focused its attention on the need for some means of helping employees overcome personal problems arising from family, vocational or social situations.

Prudential was one of the large companies whose officials asked themselves how they could help lessen their employees' worries and thereby reduce the expense of inefficiency. A logical solution appeared to be the creation of a company counseling center to which employees could bring their problems for a confidential talk with a well trained, experienced counselor.

### Established in 1948

Such a service was established in Prudential's Newark home office in October, 1948. John A. Bromer, Ph.D. in psychology and former associate professor of psychology at Purdue University, was appointed director and two more counselors, one a graduate psychologist and the other a trained social worker, were named to complete the staff.

Improved morale, greater job satisfaction and increased friendly relations between the company and the 11,000 employees in its Newark headquarters are the aims of Prudential's counseling service. If the worries that cloud an employee's mind and slow up rational thinking processes can be eliminated, the company will benefit as much as the individual.

In order to insure primary benefit to the employee, it was determined from the start that the counselors would be completely severed from administrative responsibility. No official records of their clients' problems are kept by the counselors and only informal notes are jotted down during a consultation. These notes are not available to anyone outside the counseling center, including top management or personnel executives. In line with this policy, the center has no authority to perform any personnel administrative functions such as transferring, promoting or disciplining an employee.

### Available to All

The service is available to all members of the home office staff, including those on supervisory levels. During 1949, the first full year of operation, the counselors saw 331 clients in 983 sessions. Slightly more than half the clients were men—despite the fact that women make up two-thirds of the total home office staff and contrary to the popular conception that women discuss their worries more freely than men. While the majority of employees required only one visit, some returned for as many as twenty consultations.

A wide variety of problems has been encountered by the counselors, with no one specific issue recurring significantly. Among the most common general types, however, have been those involving vocational guidance, finances, and emotional difficulties.

In dealing with vocational problems, the counselors are equipped to administer every type of aptitude test to determine any pattern of ability. If the tests indicate that the employee would be happier and more efficient at another kind of work, he may request that the counselor send the results to the personnel department. The employee can then make an appointment to discuss the test findings with a personnel assistant.

Mr. Jones, a hypothetical clerk in a rate calculation section, may explain to the counselor that he has always had an excellent rating but has never been

happy in his work. He thought he'd find a job where he could be active and his feet most of the time but had not been able to figure out exactly what kind of work this might be. Besides with a family to support he is afraid of what might happen if he leaves his present job.

After taking a series of aptitude and interest tests, Mr. Jones learned that his abilities and interests are like those of life insurance agents. As he talked further with the counselor, he says that he has done some part-time selling in a local department store during the day rush periods. He enjoys this thoroughly but had never considered selling as a full-time job.

### Makes Good as Agent

As a result of taking the tests clarifying his feelings about selling, Mr. Jones decides to go to the personnel division to see about a transfer to the field as an agent. He is referred by his personnel assistant to a new district where he is interviewed and tested by the district manager. The district manager becomes quite enthusiastic about his prospects and gives him a job.

A year later, as an agent, Mr. Jones is making more money than he ever made before—more than he ever could have made on his old job, and he is happier than he ever thought possible. By recognizing this man's potential the company has benefited, too, for Jones is now one of the leading agents in his district.

The counseling staff is often asked for assistance in financial matters. Many recently-married employees, for example, have called at the center for help in setting up a budget. Tension, built up by where-does-the-money-go worries released when the employee is helped to see how he can allocate his money wisely and economically.

### Needn't Have Problem

It isn't necessary that an employee have a definite problem in order to talk with a counselor. Anyone who is interested in improving his relations with his co-workers, friends or family is encouraged to avail himself of the center's services. Tom Johnson, another client, has been fretting about the fact that he just can't seem to get along with Henry, the fellow whose job it is to check his work.

It appears to Tom that Henry has been going out of his way lately to find fault and point out insignificant errors. He finally reaches his breaking point and decides to visit the counseling center. At first he just spills out all his resentment he's been feeling toward Henry, but gradually he begins to talk about himself, the tension in his home because of his mother's illness and his father's irritability.

As he discusses his problem, he becomes more relaxed and objective. He begins to realize that his father's and Henry's behavior is to some degree a reflection of his own attitude. The counselor, who has been guiding Tom toward this objectivity without offering specific advice, has led him to see himself in order to understand the behavior of others. He must first learn something about himself. With emotion no longer clouding his outlook, Tom is on his way toward a better adjustment to work and his social relationships.

### CAN GROW SERIOUS

Vague, undefined feelings of uneasiness, resentment or insecurity such as those Tom suffered can develop into serious emotional problems if given proper attention. On the rare occasions when a counselor detects signs of a severe emotional disturbance, he suggests that the client visit a professional psychiatrist for treatment.

The counselors are planning to in-

**FIDELITY**  
A WELL-BALANCED COMPANY



**"...balance rules  
the whole..."**  
ALEXANDER POPE

A Life Insurance Company is the sum of its several parts. The proper balance of each of these parts is essential to the effective functioning of the whole.

To maintain such balance in its operations is a prime objective of Fidelity.

Fidelity is a well-balanced company.

**The  
FIDELITY MUTUAL  
LIFE INSURANCE COMPANY**  
THE PARKWAY AT FAIRMOUNT AVENUE  
PHILADELPHIA • PENNSYLVANIA

**FIDELITY MUTUAL LIFE**  
FOUNDED 1870

Prudential employees who are approaching the retirement age to visit the center for help in adjusting to the unaccustomed idleness they soon will face. Recognizing that a man or woman whose time has been filled by a job for the past 30 or 40 years will need to substitute other interests, the counselors will invite veteran employees to use the center's testing facilities to discover undeveloped talents. For some, their newly-acquired hobbies become a means of augmenting their retirement income.

Since many people hesitate to admit that they are unable to work out their personal problems unsupervised, and others mistakenly feel that if they seek psychological guidance they will be considered

odd by their associates, company counseling staffs are constantly doing educational work among employees to combat this hesitancy and self-consciousness. In publicizing their services, Prudential counselors have given much attention to correcting the erroneous impressions existing in connection with psychological guidance.

A letter from F. Bruce Gerhard, vice-president in charge of general office administration, informed the entire home office staff of the availability of the counseling center soon after its establishment. This was followed by an illustrated booklet entitled "Dial 3204," which describes the center's operations and aims by means of an imaginary employee's experience in seeking guidance. One of the counselors explains the service and gives this booklet to every new employee during the orientation sessions by which groups of recently appointed staff members are familiarized with Prudential.

#### Meetings with Division Managers

Special meetings of division managers and counselors have served both to distribute information about the center through the departments and to reflect back to the counselors the attitudes of the employees toward the service. Similar conferences of representative employees and counselors have had like results. Articles featured in the company's "Home Office News," which goes to every employee in the big Newark headquarters, are also spreading the center's story.

Although much educational work remains to be done, Mr. Bromer and his staff are convinced that Prudential employees have gained a better understanding of the function of a psychological counselor. They predict that as this understanding is further developed, the full value of the service will be realized by increased numbers of employees who have been guided along the road to greater personal happiness and effectiveness.

#### Engelke Directs Monthly A. & H. for Ill. Bankers

Edward W. Engelke has been named superintendent of the intermediate division of Illinois Bankers Life.

Mr. Engelke has been manager of the Chicago district office since 1939. He became associated with the company in 1937 as assistant manager of the Chicago office and was appointed acting manager in 1938.

Frank H. Clark succeeds Mr. Engelke as manager of the Chicago district office.

#### Offers Guide to Insured

Pageant Magazine is sending postcards to insurance men telling them that the August issue contains a "Complete Guide to Insurance Buying."

The promotional copy suggests the unsigned article should make insurance selling easier "... because it urges full insurance coverage."

The material consists of eight pages of small type with small illustrations and briefly covers life insurance, social security, disability insurance and property and liability insurance needs for an individual.

#### New Central Life G.A.S.

Recent Kansas appointments of Central Life of Fort Scott include General Agents John R. Pinkerton, Kismet; Clinton E. Hayes, Lyons; Leonard H. Breitling, Frontenac; Kirby Snodgrass, Erie, and Ralph H. Miller, Wichita, and A. E. Vitt, St. Paul, as agency supervisor.

#### F. M. Selling Sole G. A.

State Mutual Life has appointed Fred M. Selling as its sole general agent in New York City. Mr. Selling had been a partner with his late father, Julius Selling. The agency will retain the name of its founder, Julius Selling. Fred Selling has been in charge of the agency for more than a year.

# We Salute...

the members of Bankers Life's field organization who, during our Anniversary Campaign just ended, accounted for another outstanding production record.

**BANKERS LIFE**  
INSURANCE COMPANY  
of NEBRASKA  
HOME OFFICE • LINCOLN

#### NOW IS THE TIME...

to learn about our new General Agent's contract, providing for top commissions, bonuses and LIFE TIME RENEWALS. Representatives participate in Group and Hospitalization coverage. Inquire about our unique and successful GIFT PROSPECTING PLAN (the prospect asks you to call!); our various Agency Services, prestige Production Clubs, Training Schools and Saleable Policies.

Territory open in Arkansas, Louisiana, Mississippi, Oklahoma and Tennessee.

For full information address:

**NATIONAL EQUITY LIFE**  
Insurance Company

Clyde E. Lowry, President  
LITTLE ROCK, ARKANSAS

**5 STEPS  
TO  
AGENCY  
SUCCESS**

1 H. O. TRAINING SCHOOLS

2 PRIZE WINNING SALES AIDS

3 ANNUAL CONVENTIONS

4 4-WAY INCOME PLAN

5 6 GENERAL AGENTS ADVISORY COUNCIL

**American Mutual Life**  
INSURANCE COMPANY  
DES MOINES 7, IOWA  
A General Agency Company

#### WEST COAST ADVANTAGES

- Ideal Working Climate
- Industrial expansion
- Population growth
- An abundant future

All combine to create unmatched opportunities for qualified underwriters and agency builders.

**West Coast Life**  
INSURANCE COMPANY

SAN FRANCISCO

## FRATERNALS

### Catholic Foresters Planning New Chicago Home Office

Plans for a \$1 million building at Chicago for the Catholic Order of Foresters have been completed. Thomas R. Heaney, head of the order, said construction will begin as soon as contractors have been selected.

The building is to be a four-story

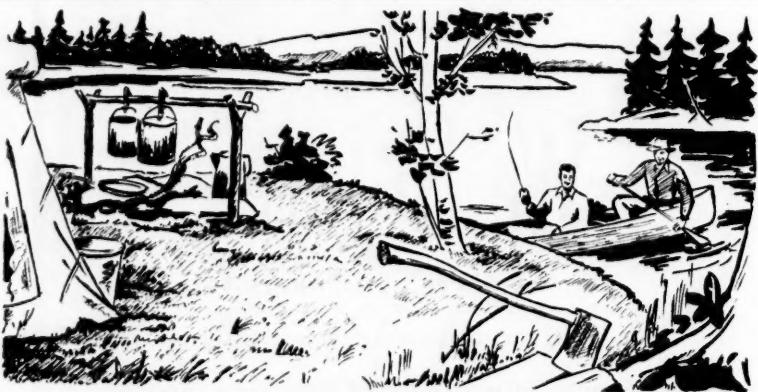
modern fireproof structure that will cover some 14,000 square feet at the southwest corner of Madison and Franklin streets. It will be used as a headquarters and office building for the order which has 24,000 members in the Chicago area.

### Says IWO Is Red

International Workers Order, a fraternal with 160,000 members, is a Communist party affiliate, according to George E. Powers, who made the

charges at a hearing conducted in New York by the United States immigration nationalization service. Mr. Powers spoke as a witness for the Department of Justice which is trying to deport a vice-president and organizer of the Ukrainian-American fraternal branch of the IWO. The government is trying to test whether membership in the organization is equivalent to membership in the Communist party and whether membership in the IWO is sufficient grounds for deportation of an alien.

IWO, Mr. Powers said, also transmits propaganda for the Communist party. At unit meetings he attended, Communist literature was distributed and quotas were set to pay for IWO advertisements in the Communist newspaper, the "Daily Worker."



## It's a Grand Feeling!

Today, thousands of Americans are looking forward to retirement, and it's a grand feeling for the many who have made proper provision for the later years. The Institution of Life Insurance has made it possible for those who are mindful of the days to come to put a part of what they earn into a channel that guarantees necessary funds after the income-producing years are past.

Modern Woodmen of America has a number of these plans available, any one of which makes it easy to provide for needed retirement income. All these plans are backed by guaranteed reserves and the administrative experience of this 67-year-old organization. Our agents are especially trained in scheduling a program of life insurance protection to fit the particular needs and circumstances of each individual. \$159,000,000.00 in Assets \$740,000,000.00 Paid in Claims

MODERN WOODMEN  
OF AMERICA

EST. 1883

ROCK ISLAND - ILLINOIS

## A Light for Life

FINANCIAL rocks and shoals are forgotten when all is smooth sailing in life. When death takes the provider of a family how often life insurance has made it possible to continue on an even keel though sorrow darkened the way.

In making a life work of directing others into the right course, field men and women of The Maccabees find more than remunerative satisfaction. Fraternal insurance provides not only superior protection, but a warm and human bond between the members that is life-lasting.

"Insurance with a Heart"

MACCABEES  
LEGAL RESERVE INSURANCE

5057 WOODWARD AVENUE • DETROIT 2, MICHIGAN

Hatcher as president of Universal Life following the resignation of R. L. Holman, who is retiring from business. No changes in personnel are contemplated. Mr. Hatcher is also president of Atlantic Life.

### Agents Honor Skoglund

In a special sales drive in honor of President H. P. Skoglund's 47th birthday, agents of North American Life & Casualty turned in \$1,100,000 of new business as a birthday gift and \$6 million of new business for the month set aside in his honor.

Sterling has been licensed in Montana. This brings the total of states entered to 22.

## COMPANIES

### Northwestern Life Reinsures Teachers

The reinsurance of Teachers of Seattle by Northwestern Life has been approved by policyholders at a hearing before Commissioner Sullivan of Washington.

Northwestern Life has named R. F. Brown, formerly president of Teachers, as vice-president; J. N. Macdonald, formerly secretary-treasurer, as underwriting officer, and J. F. Fortnum, formerly general manager, as assistant vice-president.

Teachers Insurance Agency of Seattle, sales organization for Teachers, which wrote A. & H. only, has been purchased by Northwestern and will serve as general agent for all states entered by Northwestern.

### Atlantic Life Buys Stock of Universal of Richmond

The capital stock of Universal Life of Richmond has been purchased by Atlantic Life.

Universal Life has transacted an A. & H. hospitalization and industrial life business since its organization in 1919. Insurance in force at the end of 1949 totaled \$32,021,372, and the company's assets were \$2,679,836. The surplus and capital account stood at \$1,168,730.

Operations of Universal Life will continue at its home office as a separate unit. J. T. Smith will continue as secretary and general manager, and K. C. Fowlkes as vice-president and treasurer. Other than the election of Robert V.

New England Mutual Life sold more new insurance in June, 1950, than in any previous June in history. Face value of new insurance totaled in excess of \$2 million. Leading the company's agencies with production of nearly \$1 million was the Summers agency in Boston closely followed by the Hays & Bradstreet agency in Los Angeles and the Huppeler and Freid & Marks agencies in New York. Gain over June 1949 was 4.35%.

An increase of nearly 18% in new issued and paid for business is reported by Bankers Life of Iowa, for the first six months of the year. The six-month total is \$86,731,943. Ordinary insurance accounts for \$57,222,832 of the total with group sales amounting to \$29,509,111 insurance in force at the end of June reached \$1,492,331,636. This represents an increase for the year to date of \$49,821,518 and over the same date a year ago of almost \$75 million.

Penn Mutual Life had a June business of \$21,651,255. This makes a total of \$123,991,361 for the first six months of this year. Penn Mutual's new business in the first half of this year is the largest of any corresponding period in the past 20 years.

Southwestern Life's business in force reached \$792,232,656 at the end of the first six months of 1950. The figure represented a gain of more than \$30 million. Assets, which totaled \$200,132,922 at the close of 1949, were increased by more than \$12,000,000 during the six-month period. Payment of the regular quarterly dividend of 40 cents a share, payable Oct. 13 to stockholders of record on Oct. 11, was authorized.

Group life in force with Sun Life of Canada has now passed the billion dollar mark. This milestone has been reached in 30 years the first Sun Life group policy, which was also the first group policy written by any Canadian company, having been issued in 1919.

Business Men's Assurance reports paid life insurance volume for June was the second largest in its history. Total production, including both life and disability insurance, was the second largest in its 41 years. New paid life insurance for June was \$11,043,174, bringing the total for the first six months to \$56,262,037; a gain of 10.4% over the same period last year.

New business produced by Home Life during the first half of the year broke all previous production records set by the company.

The half-year total of \$55,310,015 represents a 3.8% increase over the business done in the first six months of 1948 the company's previous best year, and a 19% gain over last year. June's volume of \$9,879,634 was a 34.4% increase over last year.

Some 38 agencies of Mutual Benefit Life bettered their 1949 new business records during the first six months of this year, bringing the company's total to \$116,260,334 for 1950 compared with \$111,837,212 last year. Arthur V. Youngman's New York City agency took first place for the six months period with \$5,045,657 paid for, and Paul W. Cook's agency in Chicago was the leader for the month of June with \$1,053,011.

Berkshire Life reports new paid business for the first six months of 1950 increased 16% over the same period of 1949.

Jefferson Standard Life's field force turned in \$62,231,112 paid business the first six months. Insurance in force June 30 was \$927,891,086, a net gain of \$33,688,088 since Jan. 1.

State Mutual Life ordinary sales in the first six months were 15.5% above the same period last year. Group life and casualty production for the first six months rose from \$52,657,406 to \$71,396,104, a gain of 35.5%. Ordinary in June was 38.2% more than the total in June last year. The "George White Revue" a 50-day sales campaign in honor of the State Mutual president recently established a new record in both A. & H. and life. Other business, including group, amounted to nearly \$24 million in the contest conducted by the State Mutual General Agents Assn.

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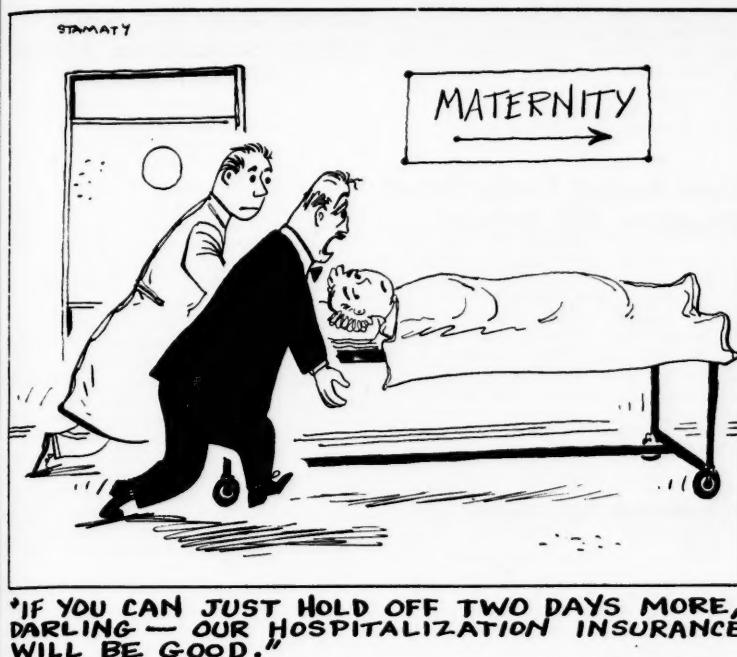
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## War Controls May Affect Insurance

(CONTINUED FROM PAGE 1)

is carried out for a service insurance corporation. The National Security Resources Board reportedly contemplates reactivation of the War Damage Corporation.

Exemption from anti-trust laws is also contemplated under the control plan. There was considerable such exemption in effect during the recent war and post-war years, in order to facilitate war production, etc. Such exemption might extend generally to the insurance industry, it is believed, if necessary for national defense purposes, instead of the industry being subject to federal anti-trust laws only to the extent it is not regulated by the states.

Another feature of the control program includes production loan guarantees and construction of defense facilities. During the recent conflict the Reconstruction Finance Corporation made huge loans for construction and operation of defense plants. In that connection, RFC had a considerable insurance organization to supervise coverage of such facilities. Settlement of labor disputes is pro-

vided for under the control plan. During the late war there was a government labor board that attempted to do that and to pass upon proposals for changing hours of work, working conditions, etc. That board handled the cases of groups of insurance agents among many others.

Other features of the control plan would provide for coordination of executive agencies and functions, authorization to employ \$1 a year executives, emergency contracting authority, acquisition and disposition of real property, priorities for industrial activities, etc., and allocations of materials and facilities; seizure of industrial plants, authority to requisition, import and export controls, censorship of communications, special amortization of emergency facilities.

When social security legislation shall have been completed, life insurance industry representatives expect the Doughton bill to tax net investment income of life companies will be revived and taken up in conference committee.

Life representatives would like to know what will be done about National Service Life, in view of war prospects. VA Assistant Administrator Breining has indicated it would not do for another emergency. A report is expected in 10 days from the Hardy subcommittee which investigated NSLI costs.

The House passed bills for use of dividends to pay National Service Life premiums, also to provide additional disability income under the NSLI act.



A selected class of veterans and beginners increased their earnings \$7.50 PER SALE the first two months of the CAREER BUILDERS TRAINING PROGRAM sponsored by FIDELITY LIFE. \$7.50 was the average, some did far better. This carefully planned program is being broadened.

Could this be your personal advancement opportunity of 1950?

**Number of District Manager Territories Now Open**

Complete line of participating life insurance plans (many specials), with Accident, Hospital and Disability riders. Unusual Juvenile plans from birth. Standard, Sub-standard business. Field-tested, award-winning sales aids, prestige builders. Direct help in field. Agent's pension plan.

Replies held confidential - write

**FIDELITY LIFE ASSOCIATION**  
FULTON, ILL.

# Life Insurance Says:

To the bride—"As long as you shall live."

To the child—"Your chance in the world is assured."

To the husband—"No matter how long or how short your life may be, you live and die financially independent."

Are we telling this message as often as we should?

**BENEFICIAL LIFE INSURANCE COMPANY**

George Albert Smith, President

Salt Lake City, Utah

**Courtesy, Comfort  
Cleanliness  
in downtown**

**LOS ANGELES**

- Friendly service plus
- 550 rooms and suites
- Central location
- 45 minutes to beaches and all outdoor sports
- Dining room, Coffee shop, Cocktail lounge, Entertainment

JOSEPH P. GREY  
GENERAL MANAGER

Moderate Rates

**FROM \$250  
A DAY**

SAME

MANAGEMENT

HOTEL PADRE BAKERSFIELD, CALIF.

HOTEL JOHNSON VISALIA, CALIF.

**HOTEL HAYWARD  
SIXTH AND SPRING, LOS ANGELES**

Indianapolis Life held its annual home office picnic which 145 attended. Among the guests was Irving Williams, editor of "Rough Notes" who holds Indianapolis Life policy number 15.

## Agents Assn. of Equitable Confers at Home Office

Representatives of Agents Assn. of Equitable Society held an afternoon conference with home office officials and discussed the association's aims on behalf of its members. Agents representing association chapters in Chicago, Boston, Philadelphia and New York were present. Another meeting is scheduled for the near future. The association is preparing a countrywide membership campaign.

## ACTUARIES

### CALIFORNIA

#### COATES, HERFURTH & ENGLAND CONSULTING ACTUARIES

San Francisco   Denver   Los Angeles

### ILLINOIS

#### THOMAS and TIFFANY CONSULTING ACTUARIES 211 West Wacker Drive CHICAGO 6 Telephone FRanklin 2-2633

#### Harry S. Tressel & Associates Certified Public Accountants and Actuaries 10 S. La Salle St., Chicago 3, Illinois Telephone FRanklin 2-4020

Harry S. Tressel, M.A.I.A.  
M. Wolfman, F.S.A.  
H. A. Moscovitch, A.S.A.  
W. M. Barkhuff, C.P.A.

Wm. H. Gillette, C.P.A.  
W. P. Kelly  
Robert Murray

### INDIANA & NEBRASKA

#### Haight, Davis & Haight, Inc. Consulting Actuaries ARTHUR M. HAIGHT, President Indianapolis — Omaha

### MISSOURI

#### NELSON and WARREN Consulting Actuaries 915 Olive Street, Saint Louis Central 3126

### NEW YORK

#### Consulting Actuaries Auditors and Accountants Wolfe, Corcoran and Linder 110 John Street, New York, N. Y.

### PENNSYLVANIA

#### FRANK M. SPEAKMAN CONSULTING ACTUARY ASSOCIATE E. P. Higgins THE BOURSE   PHILADELPHIA

### VIRGINIA & GEORGIA

#### BOWLES, ANDREWS & TOWNE Consulting Actuaries Employee Benefit Plans RICHMOND • ATLANTA

## Warren V. Woody Agency Resembles Lettermen's Club

There are a number of athletes and former athletes in the life insurance business, but the Warren V. Woody agency in Chicago probably offers more of a resemblance to a lettermen's club than any other in the country. Mr. Woody, who has been manager of an agency of Equitable Society at Chicago since 1935 was himself a standout athlete, having been a guard on the University of Kansas football team and football coach at Sterling College in Kansas.

The associate agency manager, Edward O'Shaughnessy, was a star semi-pro baseball player who was also with great promise as a pitcher but a shoulder injury forced him to retire from the Chicago White Sox. He showed the steam to pitch for and make the Million Dollar Round-Table. The assistant agency manager, Erwin Prasse, was a triple-threat sports star at the University of Iowa. He captained the football team there in 1939 and also earned All Big Ten selections as an end in 1938 and 1939. In his senior year he won the "Chicago Tribune" award for the most valuable player in the Big Ten and played in the 1940 all star game at Chicago. His basketball exploits won him a position on the National Collegiate All Star Team and he played professional baseball at Oshkosh.

#### Many Golfers in Agency

Most of the agency members are golfers, but John Lehman stars in the sport. He captured the Big Ten title while attending Purdue and in 1930 won the Western Amateur title. Since 1934 he has been with the agency.

Clinton M. Osborn coached football at the high school in Clinton, Ia. and one of his best pupils was Duke Slater, one of Iowa's most famous All Americans. He has coached a number of semi-pro teams and has done extensive officiating in both football and basketball.

Ollie Stenger, also a former high school football coach at La Grange, Ill., played at the University of Illinois.

Three of the newer additions to the agency made their athletic records on

### Convention Dates

July 31-Aug. 11, Annual C.L.U. institute, University of Connecticut, Storrs.

Aug. 14-16, International Federation of Commercial Travelers Insurance Organizations, Lake Louise, Alberta, Can.

Aug. 22-25, Annual advanced underwriting clinic of University of Illinois, Urbana.

Sept. 14-16, Federation of Insurance Counsel, annual meeting, Atlantic City.

Sept. 18-20, International Claim Assn., Greenbrier hotel, White Sulphur Springs.

Sept. 21-22, All-industry committee deliberations on uniform agent-broker licensing bills, unlicensed insurer bills and interstate compact proposal, New York.

Sept. 25-27, Life Office Management Assn., annual, Royal York hotel, Toronto.

Sept. 25-29, National Assn. of Life Underwriters, annual, Hotel Statler, Washington.

Sept. 25-28, National Fraternal Congress, annual, Statler hotel, New York City.

Oct. 3-6, American Life Convention, annual, Edgewater Beach hotel, Chicago.

Oct. 23-25, Life Insurance Advertisers Assn. of America, annual, Claridge hotel, Atlantic City.

Oct. 23-26, Assn. of Superintendents of Insurance of Canada, General Brock hotel, Niagara Falls, Ont.

Nov. 1-3, Institute of Home Office Underwriters, annual, Fontenelle hotel, Omaha.

Nov. 9-11, Society of Actuaries, annual, Greenbrier, White Sulphur Springs, W. Va.

Nov. 15-17—Annual meeting Life Insurance Agency Management Assn., Edgewater Beach Hotel, Chicago.

Dec. 10-15, National Assn. of Insurance Commissioners, winter meeting, Los Angeles.

the gridiron for Northwestern University, Fred Lind quarterbacked the 1947 eleven and Richard Connors played with the 1948 team. Donald Clawson was selected as an All American fullback in 1942. He also played basketball and track, winning nine letters in all.

## Cook Agency Leads Mutual Benefit on 13th Birthday

The Paul W. Cook agency of Mutual Benefit Life in Chicago celebrated its 13th birthday and, coincidentally, Mr. Cook's birthday with a production record of over \$1 million of ordinary paid for, not including pension business, to lead the company for June. The agency holds number five position in Mutual Benefit agencies for the six months. This is the best six months in the agency's history.

### Occidental Appointments

Occidental Life has appointed Harry O. Klasser assistant brokerage manager at St. Louis and Frank Stoltze group representative at St. Louis. Mr. Klasser has been with Provident Mutual. Mr. Stoltze has been with Occidental at Kansas City.

Lincoln National has appointed Roy Flournoy assistant general agent in the J. L. Lawrence agency at San Antonio.

Frank P. Aschemeyer, who was associate general counsel of General American Life until he was appointed a commissioner of the Missouri supreme court last January, is among the three Democrats nominated by the appellate judicial commission to fill a vacancy on the Missouri supreme court. One of the three will be appointed by Governor Smith.

## Lincoln Natl. War Clause Affects Servicemen Abroad

(CONTINUED FROM PAGE 1)

and by the reserve on any outstanding dividend additions, less any indebtedness on or secured by this policy; provided, however, that in no event shall such liability be greater than the amount payable in the absence of this provision. The reserve shall be computed according to the commissioners standard ordinary table of mortality with 2½% interest on the basis of the commissioners reserve valuation method."

The Lincoln National amendment continues: "The limitations of liability contained herein shall also apply to any reduced paid-up insurance or extended insurance put in force in accordance with any non-forfeiture provisions contained in this policy, and shall be included in any policy to which this policy may be changed or converted."

"If this policy contains a provision for additional benefit in event of death by accidental means, the conditions and exceptions contained therein shall not be affected by this provision."

The provision amends the regular Lincoln National policy provision for contestability to read as follows: "In contestability — This policy, excepting any provisions granting benefits in event of total and permanent disability or additional benefits in event of death by accidental means and except for the limitation of benefits contained in the provision entitled 'Aviation and War Risk Exclusion Provisions', shall be incontestable after two years from its date of issue except for non-payment of premium."

### Schedule Zone 5 Meet

The fall meeting of zone 5 of N.A.I.C. is slated for the Kansan hotel, Topeka, Oct. 12-13.



**Shenandoah Life  
INSURANCE COMPANY, INC.**

SHENANDOAH, VIRGINIA • FAMILY LIFE INSURANCE COMPANY

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RUSSELL W. HUETHER

Russell W. Huether,  
age 29, has been a  
member of our  
St. Louis Agency  
since his return  
from naval service  
in early 1946.

*With no previous  
Insurance experience  
whatsoever, and  
through concentration  
on Franklin  
exclusive contracts,  
Russell Huether has  
far exceeded his  
fondest expectations.*

Here is a record  
of his earnings:  
Cash Income

1946 . . .	\$ 2,372.32
1947 . . .	8,919.50
1948 . . .	11,055.41
1949 . . .	13,459.64

We are very proud  
of this fine young  
member of the  
friendly Franklin  
family.

## "I had no previous Insurance experience whatsoever..."

Mr. F. J. O'Brien, Vice President  
The Franklin Life Insurance Company  
Springfield, Illinois

Dear O'B:

Four short years ago—April 15, 1946—I discarded my sailor garb and donned my civies, anxious to start a career in the insurance world. After careful investigation I placed my fate in the hands of the good ship "Franklin Life" because I was assured by my prospective General Agent that I would earn far more than the \$250.00 per month I needed for myself and family to live on.

I must confess, little did I realize the unlimited opportunity the "friendly Franklin" offers a young man eager for a real career, not only from a professional point of view but, also, from a financial outlook.

You folks at the Home Office have placed absolutely non-competitive policy contracts in our "kit of tools," and you certainly show a genuine interest in the activities of your men in the field.

As I have told you before, I am proud to be associated with an organization as aggressive as the Franklin Life. And when I look at the record of my earnings for the past four years—why shouldn't I be?

With best personal wishes to you fellows behind the team, I am,

Sincerely yours,

Russ Huether



### *The Friendly* **FRANKLIN LIFE INSURANCE COMPANY**

CHAS. E. BECKER, PRESIDENT

SPRINGFIELD, ILLINOIS

DISTINGUISHED SERVICE SINCE 1884

*One of the 15 Oldest Stock Legal Reserve Life Companies in America*

OVER \$800,000,000 INSURANCE IN FORCE

*There was no doubt  
in one man's mind about*

# ...the Kendall Place

GEORGE WILSON was leaning on the white picket fence in front of the Kendall house, apparently admiring the roses that grew in the garden.

But Bob Drake, walking down the street toward home, noticed that now and again George would look up at the house and cock his head to one side as if he were mentally measuring the size of the roof. Which, considering that George Wilson was one of the biggest real estate brokers in town, was probably of greater interest to him than the roses on the other side of the fence.

"Beautiful this year, aren't they, George?" he said as he came near. George swung around, saw the grin on Bob's face and smiled back.

"They sure are! You know, I've always been a great lover of roses—especially when they grow on a nice lot, are convenient to stores and schools and are set in such a charming background." He shook his head and gestured toward the neat white house. "I've just been standing here wondering if Sarah Kendall would be interested in selling it."

Bob Drake's eyebrows lifted slightly.

"I've got a man from out of town," George went on quickly, "who's very anxious to get just such a place as this. In fact, he noticed it as we drove by this morning and asked if it was on the market. Told him I'd find out. But in a way, I

hate to talk to Sarah about it right now, being in such a short time since Bill Kendall died, and . . . that . . ." His voice trailed off and he looked at the other man as if a new thought had suddenly flashed through his mind. "Say, Bob—you've known the Kendall family a long time, haven't you? What do you think?"

Bob Drake glanced at the house, then studied a nearby rose-bush for a moment. He thought of Sarah Kendall and her three children. He recalled the time, after Bill Kendall died, when he stopped in to talk with Sarah about her husband's life insurance and what it had been planned to do for her and the children. Bill was one of the more thoughtful men he'd come across in all his years as a New York Life agent, and had left things in order that Sarah would never have to sell the house to move unless she wanted to.

He remembered what Sarah Kendall had told him then—how deeply grateful she was that a man could raise her family in the home, the neighborhood, the town they loved so well . . .

Bob shook his head slightly as he turned and spoke to George Wilson. "I don't see any harm in asking Sarah about it, George. But frankly I don't think she'll want to sell it for a long, long time to come."

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Naturally, names used in this story are fictitious.